

The **NATIONAL UNDERWRITER**

Life Insurance Edition

One of America's Best Managed Companies

Bankers, business men, investment authorities, newspaper business page editors, and editors of leading business papers throughout the country have nominated 209 organizations as the best managed business concerns of their communities.

These nominations were sent to **American Business** as a result of an invitation to them to name the one company in their community or industry which they considered to be the best managed of all companies of their knowledge.

American Business Magazine, June, 1947

In a list of 209 best managed companies only ten life insurance companies were included. (There are 509 in America.) The Franklin Life was one of the ten.

Perhaps that is another explanation of our company's phenomenal growth under present management... a gain of nearly \$325 million in seven and a half years.

Perhaps, also, it helps explain the unusually high earnings of Franklin representatives, which are the envy of the industry. (Our top hundred representatives averaged over \$18,500 last year.)



The Friendly
**FRANKLIN LIFE INSURANCE
COMPANY**

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

One of the 15 Oldest Stock Legal Reserve Life Companies in America

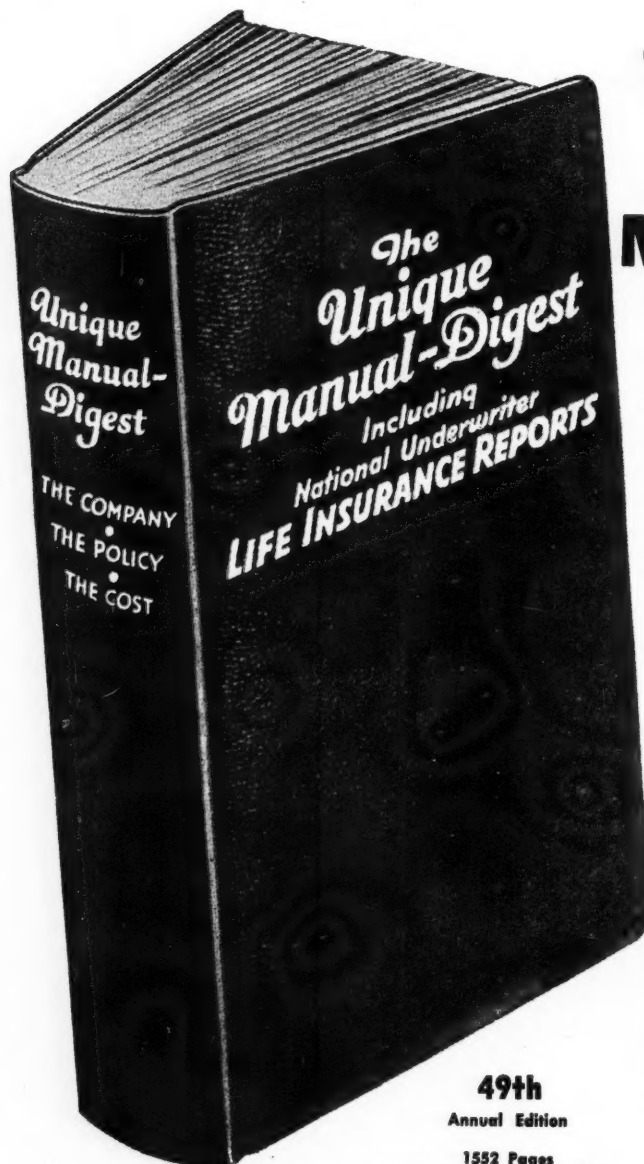
Over \$500,000,000 of Insurance In Force.

FRIDAY, SEPTEMBER 26, 1947

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49th

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Single Copy \$7.00. Published by The National Underwriter Co., Cincinnati (2), Ohio

Gives You the Answers to practically All Fact or Figure questions!

Stagg President, Arnold Chairman of Northwestern Natl.

New Chief Has Been Vice-President and Actuary for Year

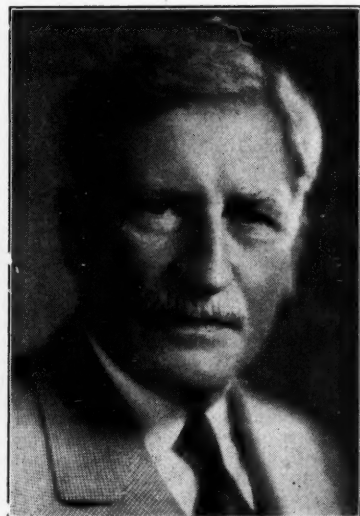
Ronald G. Stagg, vice-president and actuary, has been elected president of Northwestern National Life. O. J. Arnold, president and managing director since 1925, becomes chairman.

Mr. Stagg and George C. Holmberg, vice-president and treasurer, were elected to the board, expanding its membership to 17.

Mr. Stagg, 43 years old, a Canadian by birth, joined the company a year ago as vice-president and actuary after 20 years with Lincoln National Life. He has been for several years its second vice-president and actuary. He has supervised Northwestern National's general insurance operations and as a member of its six-man officers' executive committee his duties have been gradually broadened. A graduate of Toronto university, he was first employed by Canada Life. He is a fellow of the American Institute of Actuaries of



R. G. Stagg



O. J. ARNOLD

which he is secretary, and of the Actuarial Society of America. He is also an associate of the Institute of Actuaries of Great Britain.

Mr. Stagg has served either as chairman or as a member of various important joint committees of the American Life Convention and the Life Insurance Assn. of America and now heads the joint committee on premium taxation.

Following his election Mr. Stagg said that while Mr. Arnold will now take things less strenuously his leadership will continue as a guiding force. He pointed out that during his 22 years as president Mr. Arnold instituted many progressive measures which required

Anderson, Francis, Miles Complete A.L.C. Program

Clinton P. Anderson, secretary of agriculture; James D. Francis, president Island Creek Coal Company, Huntington, W. Va., and Sam E. Miles, vice-president Provident Life & Accident, have been confirmed as speakers at the meeting of the American Life Convention at the Edgewater Beach Hotel, Chicago, Oct. 6-10.

This completed announcements by the program chairman, R. B. Richardson, president of Western Life of Montana. The program for the Legal Section was developed by its chairman, V. J. Skutt, vice-president United Benefit Life. The Financial Section program was arranged by the chairman, Norman H. Nelson, vice-president Minnesota Mutual Life. That for the Agency Section was in charge of Dudley Dowell, vice-president in charge of agencies New York Life. More than 40 speakers will address the meetings.

Secretary Anderson has not yet announced his subject. Mr. Francis will discuss "Coal and Our National Economy." Mr. Miles has taken for his subject, "The Search for Security."

The meeting will bring to Chicago more than 1000 executives with every indication that this year's gathering will be the largest in history. The completed programs of all the meetings:

MONDAY, OCT. 6

Legal Section. Chairman's address, V. J. Skutt, vice-president United Benefit Life.

"Life Insurance Policies Under the Texas Community Property Law," James R. Wood, vice-president and general counsel, Southwestern Life.

"Review of Life Insurance Legislation and Litigation," Ralph H. Kastner, associate general counsel A. L. C.

Financial Section luncheon. "Considerations Affecting Investment Policy," Harry C. Sauvain, professor of finance, Indiana University.

Legal Section luncheon. "Some Problems of Life Insurance—Facing Stock and Mutual Companies Alike," William M. Bullitt, attorney, Louisville.

Legal Section. "A House Divided—Third Party Ownership," Miss Lella E. Thompson, attorney Connecticut Mutual.

"Blueprinting Insurance Progress," Robert D. Williams, former special deputy insurance department of Washington.

"The Federal Discovery Rule," Mark E. Archer, vice-president and general counsel Empire Life and Accident.

Financial Section chairman's remarks. Norman H. Nelson, vice-president Minnesota Mutual.

"Acquisition of Commercial Real Estate for Investment Purposes," Paul Bestor, vice-president Prudential.

"Appraising as Related to Mortgage Lending," John C. Tredwell, president American Institute of Real Estate Appraisers, New York.

"Shopping Centers and Percentage Leases," Arthur Rubloff, president Arthur Rubloff & Co., Chicago.

TUESDAY, OCT. 7

Legal Section. "The Law Division as an Instrumentality in Public Relations," Harry C. Bates, general counsel Metropolitan.

vision and courage and have been widely adopted in the life insurance business. Since 1925, when Mr. Arnold became president of the company, its insurance in force has grown from around \$200 million to well over \$700 million and assets from around \$20 million to more than \$150 million.

In a message to Northwestern National agents Mr. Arnold said that while he would take things less strenuously, he would continue his keen interest in matters affecting the welfare of the company, especially of the agency organizations and would be able to devote himself more intensively to carrying through a number of major projects. He expressed confidence that with the continued loyal support of each field man, "we shall keep right on setting the pace for the life insurance business as we have for so many years."

Panel on federal income taxes, leaders: Warner F. Haldeman, associate counsel, Penn Mutual; Walter D. Freyburger, attorney New York Life; Clyde J. Cover, assistant general counsel Lincoln National.

Financial Section. "The Canadian Economy," J. T. Bryden, assistant general manager North American Life.

"Future of the Electric Utility Industry," P. P. Stathas, Duff and Phelps, Chicago.

"Bank and Insurance Company Stocks," George Geyer, Geyer & Co., New York.

Luncheon, "Developments in the Field of Chemurgy," Dr. Albert L. Elder, Corn Products Refining Company, Argo, Ill.

"Preferred Stock Valuation, Effects and Proposals," Robert F. Maine, financial secretary Provident Mutual.

"Report on Corporate Bond Research," Dr. Harold G. Fraire, assistant director of research, Joint Investment Research Committee, New York.

WEDNESDAY, OCT. 8

General Session. President's address, Dwight L. Clarke, president Occidental Life of California.

Report of executive vice-president, Robert L. Hogg.

"Our Joint Responsibilities," Jul B. Baumann, president National Assn. of Life Underwriters, Pacific Mutual, Houston, Texas.

Luncheon, "How to Sell Americanism to the Americans," Dr. Henry Link, vice-president Psychological Corp. of America, New York.

General Session. "Distribution's Challenge to Management," Frederick D. Russell, president Security Mutual.

"The Passing Parade," Seth B. Thompson, president National Assn. of Insurance Commissioners, Portland, Ore.

"A Program of Investment Research," Dr. James J. O'Leary, research director Joint Investment Research Committee, New York.

Executive Session. Report of the actuary, committee reports, new business, election of officers.

THURSDAY, OCT. 9

Agency Section. "Can Market Research Help Us With Our Agency Problems," W. R. Jenkins, vice-president Northwestern National.

"Quality Business," Russell J. Wood, assistant general manager Imperial of Canada.

"The Importance of Long Range Agency Research," J. Roger Hull, vice-president & manager of agencies, Mutual Life.

"Lot's Wife," E. M. McConney, president Bankers Life of Iowa.

Luncheon, "United States-Soviet Relations," Robert G. Storey, general counsel United Fidelity Life.

General Session. "Atomic Energy and the Life Insurance Industry," Norman J. Holter, Helena, Mont.

"The Search for Security," Sam E. Miles, vice-president Provident Life & Accident.

Address, Clinton P. Anderson, U. S. secretary of agriculture.

Annual Dinner Dance.

FRIDAY, OCT. 10

General Session. "Life with the Sherman Act," Byron K. Elliott, vice-president and general counsel John Hancock.

"Coal and Our National Economy," James D. Francis, Island Creek Coal Co., Huntington, W. Va.

"Joint Dollars and Joint Defense," George V. Ferguson, editor, The Montreal Daily Star.

Motion for adjournment, I. M. Hamilton, chairman Federal Life, Chicago.

Among Northwestern National's accomplishments since Mr. Arnold's election as president in 1925 are the following: Complete and final annual statement for 1925 published Jan. 1, 1926, a feat hitherto unheard of in life insurance. In the same year, special persistency awards for agents were introduced. In 1928 non-par policies were introduced, supplementing the participating policies. In 1932, despite the heaviest cash demands in history, the company's cash income exceeded cash demands by more than 50%. The company's guide to successful life underwriting was introduced in 1933. In 1939 the Arnold system of renewal compensation was introduced. In 1943 the agents' training was further broadened. This year the company introduced group hospitalization and surgical benefits for the field force and home office staff.

L.O.M.A. Meeting Stresses Holding Expenses Down

Dictated by Low Interest and Inflation, Says Prudential President

NEW OFFICERS ELECTED

President—R. C. Kneil, vice-president of Reliance Life.

Vice-president—J. Finlay Allen, secretary Home Life of New York.

Directors—C. H. Bader, actuary and assistant secretary Interstate Life & Accident; R. Tabor, assistant secretary Berkshire Life; J. A. Mayer, secretary Penn Mutual; S. W. Pierce, treasurer Beneficial Life of Utah, and R. R. Coombs, second vice-president Massachusetts Mutual.

NEW YORK—Reduction in operating cost of the companies was stressed by C. H. Shanks, president of Prudential as he opened the convention of Life Office Management Assn. here. He said that low interest rates and rising costs made such reduction necessary.

L. O. M. A., he said, can be of real help to management in this work, correlating the findings of individual companies and presenting the complete facts. He pointed out that management can often do a complete job on one phase but it is almost impossible for management of one company to do a complete job in all the fields which the business comprises. It is here, he said, that the broad capabilities of L. O. M. A. come into play.

Can Aid Employees

Mr. Shanks also stressed the part L. O. M. A. takes in education of company employees. He said the orientation of new employees many of whom have no business experience, is of great help to the companies and that training of employees through educational courses is vital to the business. It is through such training, he said, that a sufficient number of supervisory employees can be trained to fill positions that companies have open.

The problems created by the great volume of new business resulting from post-war prosperity were discussed by H. W. Foskett, president L. O. M. A., and financial vice-president Equitable of Iowa, in his presidential report. He said these problems may be as critical as those that confronted the business during the depression and war. Warning that price levels may remain 50% higher than prewar levels for the next 15 years, he urged that caution be exercised in expenditures and that all procedures be examined with a view to minimizing costs.

Why Cost Must Be Kept Down

Since prosperity has placed an increased dollar value on human life, Mr. Foskett said that the cost of insurance should be kept down so that insurance can be kept in force and so that policyholders can acquire new insurance to keep their level of protection on a par with the new value that has been placed on life and earning power.

R. J. O'Toole, a partner of E. F. O'Toole & Associates, New York, spoke on training supervisory personnel. W.

(CONTINUED ON LAST PAGE)

Watters, Handy, Kastner, Direct Insurance Lawyers

Insurance Section of American Bar Assn. Convenes at Cleveland

By GEORGE E. WOHLGEMUTH

CLEVELAND—New officers of the American Bar Assn. insurance law section are Thomas Watters, Jr., chairman, New York; Henry W. Nichols, first vice-chairman, general counsel National Surety; J. F. Handy, second vice-chairman, assistant general counsel of Massachusetts Mutual Life; R. H. Kastner, secretary, associate general counsel of American Life Convention.

Senator McCarran, a scheduled headliner, suffered a heart attack and his address was read by his secretary, Miss Eva Adams.

A strong and efficient air force is the greatest guarantee of world peace, C. R. Smith, chairman of American Airlines, told the delegates. A three to five year program is needed to insure an adequate striking force, production capacity and air transportation capacity. The final decision in the next war will probably come within 60 days and the air of complacency into which we have fallen is a serious impediment to national security, he declared.

Representative C. J. Brown of Ohio made an eloquent plea for reducing government extravagance. He said that in his opinion bureaucracy has grown so strong and powerful within the federal government during the past few decades as to threaten the continued existence of our present form of representative government. As co-author of a bill to reduce government spending, Mr. Brown has been one of the most active workers against needless federal expenditures.

McCarran Gives Warning

Any feeling of complacency that may exist as to the security of the system of state regulation, now that fire and casualty rating laws have been enacted in many of the states, was jolted by the words of Senator Pat McCarran of Nevada in his address read at the dinner session Wednesday.

Although Senator McCarran in general complimented the industry on what it had accomplished so far, and expressed the firm hope that insurance will continue to thrive as a free enterprise under state regulation, he declared that a great deal more has to be done in the way of securing legislation "of such breadth and scope and adequacy as will eliminate complaints that might otherwise arouse the Congress to take drastic steps."

Congress Feels Responsibility

Congress and the Senate, particularly, regards most seriously its responsibility for dealing with the problems raised initially by the S.E.U.A. decision, he said. "Congress knows that the people regard insurance as an established institution in their lives and that the people are looking to the Congress to protect them in everything that has to do with it. There is a growing feeling in the Congress that the federal legislature has a positive responsibility to see to it that there is adequate regulation of insurance, by the laws of the several states, or by the act of the industry itself, promulgated into law by the state legislatures, if possible; and otherwise, by federal laws."

W. Percy McDonald, Memphis, and S. R. Dougherty, Milwaukee, were

PRODUCTION \$1,616,330,000

August Sales Off But Still Far Ahead of 1945

Life insurance sales in August were \$1,616,330,000, a decrease of 10% but were 56% greater than for August, 1945, according to L.I.A.M.A.

Sales of ordinary in August were \$1,104,368,000, down 13%. Industrial amounted to \$325,896,000, up 1%.

Group was \$186,066,000, a decrease of 7%. These purchases represent new groups set up and do not include additions of insured personnel under group insurance contracts already in force.

In the first eight months sales were \$14,234,331,000, practically the same figure as the total in the first eight months of 1946 and 53% over the corresponding period of 1945. Ordinary accounted for \$9,701,759,000, a decrease of 6%. Industrial represented \$2,786,348,000, an increase of 5%. Group amounted to \$1,746,224,000, an increase of 45%.

Set Records for Attendance at Continental Rallies

Continental Assurance observed the conclusion of its "Pyramid year" with two regional conventions, central and western qualifiers meeting at Chicago, eastern states qualifiers convening at Atlantic City. Indicative of the rapid growth of the company, with insurance in force reaching \$814,975,644 as of Aug. 31, a gain of more than \$113,000,000 for the first eight months, the conventions set new records on attendance. More than 200 were at the meeting in Chicago, with more than half going to Atlantic City.

Roy Tuchbreiter, president, attended both conventions and headed the group of home office officials going to Atlantic City, who were joined there by H. G. Brown, vice-president in charge of eastern operations, and the eastern staff.

Largest single delegation, 12, was from the C. Joyce agency of Buffalo. It led all Continental general agencies in production in the last club year.

Leading personal producer for the club year was D. G. Johnson, Philadelphia, who thereby earned invitations to both regional conventions. Prospect evaluation, based on a novel mathematical rating formula, was the subject of his talk. Second high man for the club year was T. S. Stansell, Port Arthur. This distinction was won by Mr. Stansell in his first full year as a full time producer.

Richard E. Hanley of Life Association, Inc., Chicago general agency, heads the Million Dollar Group Club by leading all group producers in volume.

That the 1948 Pyramid Club conventions will be still larger was indicated by production the first month of the club year, with four producers already fully qualified. During the same month the number of qualifiers for the President's Club jumped 40%, with 80 producers expected to make the trip to the convention scheduled for next March at Boca Raton Club. Qualification requires a minimum of a half million paid-for ordinary.

Franklin Life Appoints Two Agency Heads

N. W. Chastain, formerly with American Home Life, has been appointed general agent in Oconee county, South Carolina, for Franklin Life.

J. W. Peltz, for the past eight years with Metropolitan, has been appointed manager in Allentown, Pa.

elected to the council. J. Harry La Brum, Philadelphia, retiring chairman, becomes representative to the house of delegates. The next meeting will probably be at Sea Island, Ga.

Growth of Occidental of Cal. Traced at Convention

Growth of Occidental Life of California since its last production club meeting in New Orleans in February, 1941, was traced by President Dwight L. Clarke at the three-day meeting in Chicago of the company's "Los Conquistadores" and Leading Producers clubs.



D. L. Clarke

The company now has 153 agencies as against 117 then, and 3,535 agents as against 1,614, while assets have more than doubled and insurance in force has gone from about half a billion dollars to nearly 1½ billion. More than 400 agents qualified to attend the convention.

Discussing problems facing the life insurance business generally, Mr. Clarke, who is president of the American Life Convention, spoke of the "creeping menace" of premium taxes levied by drainage districts and other governmental subdivisions which have no logical basis whatever for taxing life insurance. He also criticized the social security administration staff members who have been going around the country at the taxpayers' expense urging the adoption of cash sickness benefit plans. He warned that only a "tissue paper wall" stands between unemployment compensation disability monopoly plans and life insurance. He urged his audience to be more vocal, saying that then needn't enter politics but only preach Americanism and help keep the American system of opportunity.

Belknap Speaks on Unfilled Needs

Raymond H. Belknap, director of agencies, while conceding the fine overall job that life insurance has done, described a number of cases where individuals have been entirely unprotected or badly underinsured. Loss of income due to disability is even less well provided against. It would be a great thing, he said, if everyone had group insurance or industrial for clean-up, for ordinary insurance can't be sold fast enough to meet the country's need. Then ordinary could take over the major job, replacement of income.

C. H. Tookey, actuarial vice-president, talked on the new policies that the company will issue when the Guertin laws go into effect. Mr. Tookey said this legislation had some drawbacks from a practical point of view, that while it won't affect rates it will prevent the company from using a number of the combinations that it has been selling, though later on it hopes to be able to find a way of adapting them to the new law's requirements.

One of the things that no longer can be done is to give guaranteed rates on term insurance conversions, since this would make the term insurance a permanent plan and require nonforfeiture values. Hence rates on conversion will have to be those in use at the time of conversion.

Occidental will drop some of the attached term riders, as they would necessitate changing the cash values of the underlying policies. The new attached term rider will start off with \$1,200 for the first three years and then drop down to \$1,000, this being done to conform with the law's provisions.

Rises Not Due to Guertin Basis

Mr. Tookey explained that the Guertin basis was not causing the higher premiums but that they were due to lower interest rates and the higher cost of doing business. Fortunately the mortality trend is downward. This helps the ordinary life policies a good deal more than it does the endowment type

policies where the mortality element is relatively small.

Occidental is eliminating extended term on rated cases. The low mortality under the C.S.O. table gives so much extended term that it would be unsound to give this option on rated cases. He suggested having all applicants ask for the automatic premium loan as insurance against lapse.

Under the new laws the company will have only two participating policies: The preferred risk and the retirement annuity. He said that since the company is mainly non-par it was thought better to stick to non-par almost entirely. As to options, interest will be 2% on deposits and 2½% on the other options. Under the annuity option, if the beneficiary selects that option or the insured selects it for himself the rate will be that of three years younger to offset anti-selection.

CHEERS FOR JUVENILE

Mr. Tookey drew cheers when he said that the juvenile policy would provide \$250 protection at age zero and \$1,000 from age one on. There was also applause for his announcement that disability protection would extend up to age 60 for men instead of 55, and to age 55 for woman instead of age 50. Another particularly well received announcement was that the company was going to issue a policy for life paid up at 65 so that those retiring at that age would have all premiums out of the way. There was additional applause for his statement that the family income line of policies would be even further extended with income of \$10, \$15 or \$20 per \$1000, giving protection up to the insured's age 75.

R. E. Watson, San Francisco, member of the Million Dollar Round Table, said that in 1934 when he decided to change companies, he was sold on the completeness of Occidental's sales kit, and its inclusion of disability coverage as well as life. He said that while some people consider the life insurance agent a pest, the doctor sends a bill even though his patient dies, the lawyer gets a fee for settling the estate, and only the life insurance man is the one who comes with a check. "I am proud to be associated with such a pestiferous business," he said.

Thought They Knew Better

C. E. Cleeton, general agent at Los Angeles, told of 10 great industrialists and financiers who thought they could handle their security problems better than a life company, but all ended up either on charity, in jail, in insane asylums or committing suicide. He urged having twice as many prospects on the books as one expects to sell. At the same time he warned against being afraid to throw away a prospect card. He never sees anyone more than three times, "but what a ride I give them the third time!"

Executive Vice-president H. W. Brower reviewed the company's development. The gain in insurance in force for the last ten years was \$926,137,000 which he said was exceeded by only 12 companies in the United States and Canada. The company gained \$188,617,000 in 1946 making it the fifth in rate of growth. Group insurance in force is now \$550 million as compared with its war time peak of \$428 million. Accident and sickness premiums are now \$223,000 per month.

L. S. Roscoe, director of field training, emphasized the need of being able to make a prospect feel the pressure of his problem and then using knowledge of life insurance to solve it for him.

Other convention speakers were: V. H. Jenkins, senior vice-president; R.

(CONTINUED ON PAGE 20)

Hohaus Can See No Need for Compulsory Disability Programs

Would Enlarge Social Security Scope, Banish Crosser "Discrimination"

Reinhard A. Hohaus, actuary of Metropolitan Life, speaking before the annual meeting of the International Claim Assn., called for further development by employers and employees of private plans to meet their own problems rather than compulsory state disability programs, enlargement of cover and simplification of the social security act, removal of the discriminatory systems of retirement and unemployment benefits for railroad employees, cessation of federal grants for unemployment compensation to the states and review and revision of the benefit schedules and contributions of state unemployment plans.

Mr. Hohaus said there is an inherent difference between unemployment insurance and cash sickness benefits, so that a separate claim administration is essential for a cash sickness plan. Some of the major difficulties in connection with monopolistic state funds of the Rhode Island type which treats disability as a specific form of unemployment, result from ignoring the employment relationship that continues to exist in the majority of cases.

In the absence of sound, independent claim administration and active employer interest, it might be relatively easy to go on collecting benefits after recovery from an actual disability under a monopolistic state plan, a loss measured not solely in dollars, but in decreased efficiency and production and demoralizing effect on the working population. A plan that follows a sound social insurance theory would provide benefits at a minimum or subsistence level, he commented.

"It may be seriously questioned as to what extent voluntary temporary disability coverage can supplement such subsistence level compulsory benefits on an economical basis. It seems unlikely that the respective amount for such supplementary coverage for many individual employees which can be underwritten on a sound basis would be sufficient to justify the claim and other administrative expenses involved. Many persons today have a level of benefits substantially greater than would be contemplated under a social insurance plan. Hence, unless supplementary coverage were available at reasonable cost, the advent of such a plan would represent a net loss protection to many," he said.

Statutory Rigidity Inherent

According to Mr. Hohaus, inherent in any monopolistic statutory plan is an unavoidable rigidity which makes it extremely difficult to adapt such a changing condition or to correct proven serious faults. He pointed to Rhode Island's difficulty in obtaining even partially satisfactory amendments which experience indicated to be sorely needed.

The California-type statutory cash sickness plan with the contracting out provisions provides a means whereby all can get the necessary coverage to guarantee payment of the minimum benefit, he said. At the same time it permits continuation of the existing or adoption of new self-administered and insured plans providing more liberal benefits, thus avoiding reductions in benefits now available to thousands of wage earners. His comment was that the principle of contracting out is made unduly difficult

(CONTINUED ON PAGE 10)

Scores Courts' Stretching of "Accident" Definition

CLEVELAND — The lengths to which some courts have gone in stretching the definition of "accident" raise the disquieting possibility that some future unrealistic and unreasonable application of the terms of the double indemnity provision may deprive the insuring public as a whole of this most desirable supplement to the principal coverage of their life insurance, said John G. Kelly, assistant general counsel of Mutual Life, in his talk at the American Bar Assn. insurance section meeting here.

He said the question naturally arises, Can any language be devised to define the coverage that will not yield to the persistent erosion of the courts?

"Accident and health companies have a problem similar to that of the life companies in this respect," he said. "Perhaps I speak with too much pessimism but certainly the courts have not encouraged an optimistic outlook."

Tortured Constructions Bad for All

"In any event, it seems appropriate that counsel representing a defendant insurer in litigation involving an attempt to fasten an unrealistic interpretation on the double indemnity coverage, in addition to pointing out the legal weaknesses of the contention advanced, should also emphasize to the court that the importance of the matter far transcends the instant case and that permitting a litigating claimant to establish an unwarranted liability by a tortured construction of the policy provisions is an ultimate detriment to the insuring public as a whole.

"Counsel for beneficiaries must at least wrestle with their social consciences in some of the cases with which they may be presented. In the final analysis the answer rests with the bench which must settle the conflicting claims

of the individual litigant and the great body of policyholders who must assume the ultimate cost, and who, it should always be remembered, are also entitled to the protection of the courts."

Quotes Western Decision

Mr. Kelly quoted the following from a decision by the supreme court of Washington state in a disability case: "The importance of the matter far transcends the instant case; for it has long been settled by both statute and case law, that the insurance business is affected with a public interest. The payment of unjust claims by an insurance company is a detriment to the public whether made by mutual companies or stock companies; for, in the long run, the amount of losses which insurance companies are compelled to pay must determine the premium rates which the public must pay for insurance protection."

Mr. Kelly also quoted from an article in the "Rocky Mountain Law Review" of December, 1946, regarding the manner in which courts have interpreted the gas exclusion, in which the author stated: "It seems that the desire of the courts to construe the wording of an insurance policy most strongly against the insurer has been carried to an illogical extreme, and that future decisions would do well to take the words of an insurance policy at their face value as do the parties themselves."

"Judicial Larceny"

Mr. Kelly recalled that in a recent case the fifth circuit court of appeals, referring to the words in the double indemnity provision which required that bodily injury be effected solely through external, violent and accidental means

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Big Fraternal Is Proposing to Mutualize

A.O.U.W. of North Dakota President

Tells Benefits Expected

A. O. U. W. of Fargo, N. D., is planning to convert to a mutual life company after more than 60 years as a fraternal. A special session of the grand lodge will be held in Fargo, Oct. 21, to consider incorporating the society under the state's mutual life law.



Bradley C. Marks

This society has been on full legal reserve basis ever since 1904 and is one of the best managed and most soundly financed fraternal in this country. As of Dec. 31, 1946, it had \$34,644,132 insurance in force under 32,840 adult certificates and 13,611 juvenile, the total of adult insurance in force being \$44,423,602. Total admitted assets were \$15,007,953; surplus \$1,056,511; contingency reserves \$423,762.

Operates in 14 States

The society operates in South Dakota, California, Connecticut, Idaho, Illinois, Iowa, Montana, Nebraska, Nevada, New Jersey, Oregon, Utah and Wyoming as well as the home state, and is most modern in the contracts which it issues. Bradley C. Marks is the head of the society.

There will be no changes in the insurance contracts held by the present members, Mr. Marks explained, although these thereafter would be administered under the mutual plan. Of course new issue also would be on the mutual basis.

Among the agenda for the Oct. 21 meeting of representatives of the various lodges in the 14 states in which the society operates with grand lodge officers will be selection of a title and board of directors as well as consideration of the primary proposal to mutualize and to consider the future of the grand lodge, with particular reference as to whether the social and fraternal features should be continued or discontinued; and in the latter case, to recommend equitable distribution of all subordinate lodge general funds and property to local members where subordinate lodges also wish to discontinue.

The society's announcement in its monthly publication "A.O.U.W. Bulletin" for September, states the proposal was made by the board on the advice of many members of the order and only after very careful and close consideration of present conditions. "The order has at all times provided its members with sound, safe life and disability insurance and at all times carrying sufficient surplus to guard against any possible epidemic or financial depression should either occur," the announcement stated. "The A.O.U.W. is in excellent financial position. The net cost of insurance to every policyholder is influenced by a substantial increase in the amount of insurance written each year. It is believed, as the following facts disclose, that the order can work to better advantage in securing a larger volume of business each year under the mutual life insurance system."

A questionnaire was sent to all local lodges relative to lodge activities and

(CONTINUED ON PAGE 20)

A City Dream

Quite the most elaborate city planning show ever held, and certainly one of the major interests of Philadelphia at the present time, is the "Better Philadelphia Exhibition" now being shown in the Gimbel Store in Philadelphia. It shows primarily the Philadelphia of the present and the Philadelphia of the future.

Visiting it is like glimpsing a slice of the World's Fair, with every modern device used to dramatize the subject — huge three-dimensional photomaps, dioramas, aerial maps with operating models, brilliant lighting and synchronized commentary. It shows the downtown section, with whole areas rotating to show the principal improvements planned for the next thirty years. Here the city goes direct to the citizens to tell them why changes are necessary, what changes are planned and how the city will look after the changes.

The Penn Mutual was proud to be invited to lend part of its William Penn pictorial collection to become part of this exhibition which is drawing many thousands of interested visitors.

• • •

THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

A COMPANY OF CAREER MEN

The fact that Great Southerners are doing a great job is no mere happenstance. It is the result of organized planning, by both men and Company, to build successful careers as life underwriters. Great Southerners are active producers, intent on rendering superior service to their clients and establishing secure, well-above-average incomes for themselves.

Backing their enthusiasm is the Great Southern's completely integrated career training program. Efficiently and consistently carried through, this program not only includes intensive training but continuous supervisory counsel and cooperation directly with the individual representative. Patterned to give the representative a comprehensive understanding of life underwriting, this program is proving of invaluable aid to those building life careers with the Great Southern.

GREAT SOUTHERN

Life

INSURANCE COMPANY

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EASTERN LIFE INSURANCE COMPANY OF NEW YORK

LOUIS LIPSKY, President

JACOB ISH-KISHOR, Vice-President and Secretary

Progressive - Sound - Friendly

386 Fourth Avenue, New York City

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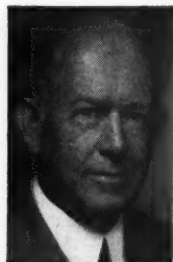
MAXIMUM FIRST YEAR COMMISSIONS
GUARANTEED RENEWAL COMMISSIONS
STANDARD RISK AND SUB-STANDARD POLICIES
PREFERRED RISK AND FAMILY INCOME POLICIES
RENEWABLE TERM POLICIES
JUVENILE POLICIES ISSUED

General Agencies Available in New York, New Jersey, Delaware and Washington, D. C.
For further information write to HARRY YARIN, Vice-President and Superintendent of Agencies

N. E. Mutual Agents Get New Policy Data at Big Meet

New England Mutual Life's largest convention was at Mackinac Island, with more than 700 agents and wives from Maine to Hawaii on hand. A big feature was the presentation of new policy contracts which will become effective Nov. 1.

The general agents' association met the day before the three-day main convention meeting. The leaders' association session met for a discussion of the specialized problems encountered by these top producers.



G. W. Smith



G. L. Hunt

Discussing the new policies, President G. W. Smith said that in most instances the take-out values are larger than in former contracts and will give full equity to all policyholders. The basic contract now becomes life paid-up at 85, with a premium at some ages lower and at others slightly higher, but usually with increased surrender, paid-up and extended insurance values. Attractive new forms of policies and riders have been added to the sales portfolio and the scope of protection has been extended.

New Dividend Scale

Mr. Smith said three present-day conditions have made a new scale desirable. Recognition of the very definite improvement in mortality at younger ages; the continued trend of reduced interest on invested funds; and the adoption of a new series of policies to conform to the non-forfeiture laws recently enacted by most of the states. The 1948 scale will consist of two parts—one applicable to all policies issued after November, the other applicable to present policies issued on the American Experience table. The directors, said Mr. Smith, voted to set aside as a direct liability for payment of dividends in 1948, \$13 million, which compares with \$12 million voted last year. Low mortality thus far this year has made a very helpful contribution to insurance savings, he said.

A panel of five experts was introduced who furnished a detailed exposition of all phases of the new policy contracts. Members of the panel were G. L. Hunt and Walter Tebbetts, vice-presidents; and J. L. Stearns, second vice-president and actuary; C. P. Dawson, general agent in New York; and W. B. Hardy of Cincinnati.

Luncheon for C.L.U.s

The luncheon for all C.L.U.s was presided over by W. H. King, general agent in New York. Mr. Tebbetts and Mr. Stearns concluded their discussion of the new contracts in the afternoon.

The second day's program opened with a breakfast for graduates of home office agency schools of 1923-24-25 and new agents training courses of 1945-46-47. Five clinics, composed of outstanding fieldmen, with C. F. Collins, agency secretary, presiding, were conducted during the morning, and D. W. Tibbott, director of advertising, used slides to illustrate his talk entitled "How Our Advertising Can Help Help You."

The panel, "New Tools for More

Sales," was under the direction of H. C. Chaney. He was assisted by C. C. Wharff, general agent in Columbus, Ohio; J. L. Jordan, San Antonio; A. C. Kenison, Boston; C. S. McAllister, New York; G. W. Gerhold, Parkersburg, W. V.; and W. G. Pierce, Philadelphia.

1948 MARKET

"The 1948 Life Insurance Market" was discussed by R. C. Newman, St. Louis; K. R. Mackenzie, Boston; S. L. Turner, New York; P. A. Hazard, Jr., Chicago, and G. D. Orput, general agent in Portland, Oregon.

B. H. Micou, associate general agent in Detroit, was the leader of the "Complete Client Service Through Estate Analysis" clinic. Isidor Hirschfield, New York; J. K. M. Newton, Richmond, and W. W. Beers, Rochester, assisted.

The "Practical Prospecting" clinic, under the direction of E. W. Folsom, training assistant, was addressed by Worth Babbitt, Los Angeles; John Phillips, III, Memphis; Dave Noble, supervisor, Omaha, and Henry W. DuBois, Dallas.

Clinic on Objections

A. W. Schmidt, field assistant, conducted the "Objections' Overruled" clinic and was assisted by F. A. Lumb, general agent in Grand Rapids; H. D. Brewster, Providence; D. L. Williams, agency supervisor, Richmond, and I. A. Hagenbuch, of Los Angeles.

Mr. Smith, who presided at the company dinner, introduced O. K. Anderson, New England Mutual's newest director and president of Consolidated Investment Trust and Boston Fund, Inc. He talked on a new director's views of the responsibilities of serving on the board.

The final day of the main convention was opened by W. C. Gentry, manager of sales promotion, who headed the panel on "Our New Contracts Increase Sales Opportunities." G. C. Behrens, supervisor, Chicago; K. V. Robinson, Hartford; H. D. Wheeler, St. Paul, and H. C. Fleisher, Cleveland, were members of this panel.

New England Mutual's training courses were reviewed by W. L. Wadsworth, general agent in Buffalo, who represented the classes in the 1920's. G. E. Crosby, Jr., supervisor, Oakland, acted as spokesman for graduates of the 1940's, and told of the company's post-war educational program.

Vice-president Hunt wound up the formal part of the program with a talk on "The Developing Pattern."

Dawson Heads General Agents

C. Preston Dawson, general agent in New York City, was elected president of the general agents' association.

B. W. Davis, Richmond, is the new vice-president, and E. G. Mura, Kansas City, is secretary-treasurer. In addition to the three officers, Linwood Butterworth of Atlanta, and H. G. Swanson of Chicago, who is the retiring president, make up the new executive committee.

The following will serve on the advisory board: R. C. Roberts, Parkersburg, W. Va., and Mr. Swanson for three years; Mr. Butterworth and J. Frisbie, Seattle, two years; F. M. See, St. Louis, and Lorin Hord, Minneapolis, one year.



C. P. Dawson

Recess Hearings in Federal Old Line Ouster Case

OLYMPIA—Federal Old Line Life's action to prevent Commissioner Sullivan of Washington from revoking its license has been recessed, awaiting final arguments by attorneys for both sides. Introduction of witnesses and exhibits has been concluded. Meanwhile the company is permitted to continue operations.

The action, initiated by Federal Old Line, resulted from Mr. Sullivan's order to revoke the firm's license on charges that a deficit exists in the company's assets. The company denies there is a deficit, asserting there is a surplus.

Much of the case hinges upon the court's interpretation of a Federal Old Line's setting up of a contingent assessment liability of policyholders as an admitted asset. The company contends this conversion was "sound and proper", while the commissioner refused to accept it as a proper asset.

After the hearing opened Federal Old Line called in two Chicago actuaries, H. S. Tressel and Maurice Wolfman, who testified that the company's action in converting contingent liability of policyholders into an admitted asset was sound and proper. They testified that the conversion maintained the company in a solvent position.

At the request of Federal Old Line attorneys, Commissioner Sullivan followed on the witness stand. He acknowledged that there had been disagreement between the department and the company management over "policy and financial management of the company". He asserted that if the company "had made the deficit good, I'd have been satisfied and they certainly could have continued in business".

State attorneys then called J. R. Cissna, chairman of the company, for cross-examination and probed into the relationship between the Federal Old Line Life and the Federal Association, sponsoring organization of the mutual.

After the company had rested its case and Superior Judge Wilson denied the state's motion to dismiss the restraining order, the state continued its case. Special Assistant Attorney-general Williams said "the state will show that Federal Old Line Life was a mutual company in name only—that it is a creature of the Federal Association, a stock corporation organized and operated for the benefit of stockholders".

Judge Wilson said he would continue to hear arguments during this week, although these would be fitted into a crowded calendar from time to time. Observers were of the opinion that the case will be appealed to the state supreme court regardless of its outcome in the lower court.

L.A.A. Printing Study Made by Crouter of N. Y. Life

The 10th in the series of research projects being conducted by the Life Insurance Advertisers Assn., just released to members is on printing and reproduction processes and was compiled and edited by A. L. E. Crouter, printing coordinator of New York Life.

The report, 35 pages, is one of the most comprehensive in the series and is based on the experience of 116 life companies. The report analyzes more than 4,500 answers to questions, giving an unusually complete picture of the methods and procedures used by life companies in handling and solving their printing and other reproduction problems.

Prudential Writes Group Annuity for Anheuser

Prudential has been selected to provide the group annuities for the new retirement program of Anheuser-Busch Brewery of St. Louis, covering 6,000 em-

ployees of the parent company and various subsidiaries throughout the country. Marsh & McLennan is the broker.

General American, which has for 20 years provided group life protection for the Anheuser-Busch organization, will now provide in addition group health and accident protection, including hospitalization, surgical and medical benefits for employees and dependents. The program will be contributory.

All employees who have had at least three years' with the company and who have attained the age of 30 years, will

be eligible to participate in the retirement income plan, which will provide a retirement income at age 65, based on the years of service. Under the plan an employee with 35 years of credited service will receive benefits under the plan giving, with social security benefits, 50% of the monthly base pay.

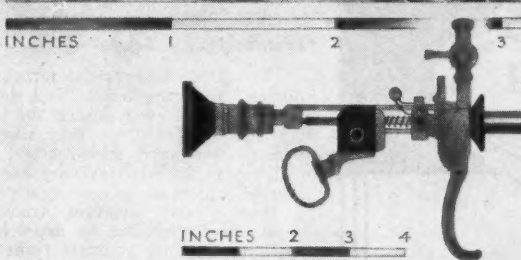
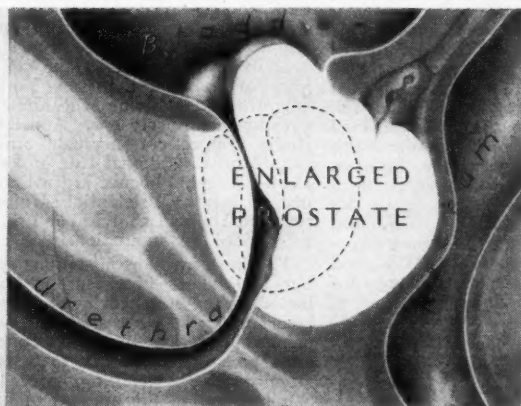
For such older employees who are not eligible under the formalized plan, retirement income payments will be made directly by the company in amounts similar to those provided under the new income plan for eligible employees.

Review Boston Talks

LOS ANGELES—Life Insurance Managers Assn. of Los Angeles heard Russell L. Hoghe of Equitable Life of Iowa and Carl G. Moore review the talks given before the managers section at the N.A.L.U. Boston meeting.

Mr. Hoghe took up the talks by Charles Campbell, Prudential, Newark, and Hugh S. Bell, Equitable Life of Iowa, Seattle, and Mr. Moore gave a resume of the address by Judd C. Benson, Union Central, Cincinnati.

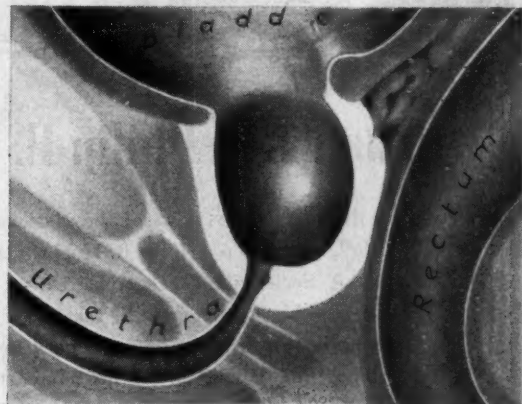
GERIATRICS: HELPING OLDER PEOPLE ENJOY LIFE LONGER



Development of the resectoscope (one type illustrated above) in the 1930's enabled removal of prostatic enlargement without abdominal incision and with virtually no discomfort to the patient.

Enlargement of the PROSTATE GLAND

A sex gland composed of innumerable small coiled tubes, the prostate surrounds the urethra below the bladder. With advancing age the gland often enlarges, sometimes hampering urination. Recent surgical techniques make possible the removal of the obstruction with minimum discomfort and with nearly 100% recovery. At left: Enlarged prostate before resection of abnormal tissue (dotted lines indicate size of normal prostate and urethra). Below: Abnormal tissue removed.



Semi-schematic drawings by Jean E. Hirsch

Longer life for people past 40

Sometime after age 45, nearly every man may expect enlargement of the prostate gland. With advancing age, the swelling may interfere with the passage of urine from the bladder. In the great majority of cases the condition is simply a benign enlargement of the gland tissue which responds readily to medical or surgical treatment.

While most milder cases of prostate trouble can be cleared up through use of the so-called miracle drugs, by prostatic massage, or by means of glandular therapy, about eight percent of all men who reach 60 require prostate surgery. The percentage, incidentally, rises sharply at later ages.

As late as 1930, the prostate operation was a dreaded ordeal with mortality as high as 40%. Today, advanced surgical techniques have reduced deaths to as low as 1/2 of 1%—with 10 times as many operations. The modern surgical procedure,

called transurethral resection, requires no incision and need now hold no fears at any age. Instead of hospitalization for at least a month, patients can now go home in 8 days. A six month rest period used to be "doctor's orders." Back at work in three weeks is now common. On full recovery, the individual may even qualify for life insurance.

Modern resection of the prostate is typical of today's technical advances in surgery—of the chest, stomach, heart, bones, brain and colon. All contribute much to geriatrics, the science of helping older people enjoy life longer. All are helping to give the 40-year-old man or woman the

promise of at least another thirty years of enjoyable living.

Full enjoyment of these years calls for financial solvency, best attained through a sound program of savings and life insurance. Your NWNL agent, paid not primarily for how much insurance he sells you but for what you keep in force, has a strong interest to provide you with just the kind and amount of life insurance you need and can afford. He can help you plan wisely for a financially comfortable future through life insurance.

FREE PAMPHLET: "The Prospect for the Prostate" describes fully the functions of this gland, symptoms of disorder, proper diagnosis and treatment. Sent free on request.

NORTHWESTERN National LIFE

INSURANCE COMPANY

O. J. Arnold, President



Minneapolis 4, Minn.

L.I.A.M.A. Hails Federal Report on Policy Ownership

A federal reserve board report referred to as "one of the most significant studies performed in the field of life insurance," has been called to the attention of members of L.I.A.M.A. The study indicates that approximately 83 million persons in the United States were carrying life insurance in the early part of this year. L.I.A.M.A. points out, however, that in comparing the 83 million figure with the accepted estimate of 73 million, it should be remembered that the latter refers only to policyholders of United States legal reserve life companies.

In a circular letter Dr. S. R. Wallace, L.I.A.M.A. director of research, hailed the report as "making available for the first time reliable data on the actual distribution of life insurance in the total population."

Among other things, the report also shows the relation between size of income and percentage of "spending units" owning life insurance, homes, or non-federal securities. Referring to a graph,

depicting the relations, Dr. Wallace said, "Note that the curve for life insurance ownership shows its steepest rise at the lower point of income—a very convincing indication that life insurance provides the best opportunity for economic stability for the marginal groups. Note also that the rise continues at only a slightly less accelerated rate up to the \$3,000 to \$3,999 group, having reached the truly impressive figure of 90%. The contrast with the curve for securities, which shows a relatively slow gain all the way up to the \$5,000-\$7,499 group, is of the utmost social significance."

The study also shows that professional people seem more inclined toward securities than do other occupational groups.

"The fact that the farm operator is high in securities in relation to life insurance ownership represents, perhaps, a challenge to our distribution system as it relates to rural areas," said Dr. Wallace. "This point also is reflected in the data for type of community. The long recognized discrepancy between the urban and rural dweller is once again apparent."

The study was conducted for the board by Dr. Rensis Likert, at one time director of research for the L.I.A.M.A., and now director of the survey research center, University of Michigan.

Ask Supreme Court to Review N. Y. Escheat Law

WASHINGTON—When the Supreme Court reassembles Oct. 6 it will have before it a number of cases involving life companies. The first week term will be spent in conference on petitions for writs of certiorari, motions, etc., that have accumulated during the summer, and on other pending matters.

A group of prominent life companies has filed a brief, in No. 337, in opposition to motion of Attorney-general Goldstein, New York, to affirm the decision of the New York court of appeal from that court by the companies in a suit against the New York state comptroller involving the New York abandoned property law. Appellants include Connecticut Mutual, Massachusetts Mutual, National Life of Vermont, Penn Mutual, Phoenix Mutual, all original plaintiffs; Prudential, Union Mutual and Union Labor Life, plaintiffs added by stipulation.

This case involves provisions attempting to escheat life insurance policies, including those issued by the appellants incorporated in other states. The companies' brief says the New York court cited no cases to justify that statutory attempt where conditions precedent to liability, and to the amount of liability, are unperformed.

"Ignores Policy Terms"

"The statute ignores the terms of the policies," says the brief, "and demands payment in full even though the insured may still be living, or may have died under circumstances which would reduce or eliminate liability. All defense based upon misstatement of age, death caused by suicide, war, aviation, fraud, etc., are in effect abolished by depriving the appellants of their contract right to receive due proof of death or other event as a condition precedent to liability."

"The statute also deprives the appellants of their right to receive, consider and investigate claims under the policies, and to reject or resist unjust claims, and to adjust doubtful claims. Until recently no legislature has attempted to escheat life insurance policies or similar unperformed conditional contracts. . . . The statute here, in order to have something to escheat, attempts to create debts contrary to the terms of the contracts."

The companies claim none of the cases cited by the New York court sustains its decision on federal questions involved, but some tend to sustain the companies' claims. These questions have never been passed upon by the Supreme Court, it is stated, and are "substantial and important to all insurance companies and to the state which enacted or contemplate legislation attempting to escheat life insurance policies."

John P. Hooker has petitioned the Supreme Court for writ of certiorari to the seventh circuit court in his suit against New York Life for double indemnity under a policy covering George K. Hooker, captain in the marines, who met death in a fall over a 75-foot cliff in New Zealand during practice maneuvers.

The company paid the policy face value but refused double indemnity on the ground of exclusion of death resulting from war or any act incident thereto. The district court denied the company motion for summary judgment and decided in favor of Hooker. The circuit court held, 2 to 1, that death was "clearly an incident of war" and reversed the district court.

The petitioner argues that the circuit court failed to ascertain and apply the law of Illinois applicable to this case.

Managers Address Cashiers

The Seattle Life Agency Cashiers Assn. held an all-day session featuring

top executives of Seattle life agencies as guest speakers. After the addresses, remainder of the meeting was devoted to discussions pertinent to cashiers' with Bernard Salins as chairman.

Los Angeles Actuarial Club Urges Revival of Disability Income Benefit

Revival of the disability income benefit as a coverage to fill a social need and as a profitable venture for companies was discussed at a dinner meeting of the Los Angeles Actuarial Club. Results of a questionnaire sent to companies were reviewed, and answers showed that those companies which have continued to write the business have found that adequate rates and underwriting have produced substantial good results during the past decade while those which stopped in the 1930's had sustained loss on the closed block of earlier written business.

J. P. Dandy, actuary Occidental Life, presided. There were 35 members present.

Alfred G. Hann and Francis M. Hann, senior members of the club and formerly vice-president and actuary of Pacific Mutual Life and Occidental Life, respectively, gave some reminiscences.



Thanks to Philip B. Hobbs

At the recent convention of the National Association of Life Underwriters, Philip B. Hobbs, manager for the Equitable Society in Chicago, bowed out as president of the NALU. Commonwealth takes this means of expressing its appreciation of the good work done by President Phil Hobbs during his administration.

Serving as president of the NALU takes a lot of courage, ability, time, effort and good judgment. Phil Hobbs during the past year has given of these things in full measure. Like his predecessors, he deserves the thanks of the industry.

The contribution the NALU has made to the life insurance business during the past year has been great. Phil Hobbs' leadership was one of the most important factors which enabled the NALU to achieve its 1946-47 objectives.

Insurance in Force August 31, 1947 — \$331,099,189

COMMONWEALTH
LIFE INSURANCE COMPANY
LOUISVILLE • MORTON BOYD, President



AT THIS PARTICULAR SEASON, I ALWAYS WISH THERE COULD BE A LITTLE OF THIS SPLIT PERSONALITY BUSINESS AROUND R & R.

BY THAT I MEAN, I wish we could have half-dozen Hib Rust's instead of one, a half-dozen Alden Palmers, a half-dozen Bob Rykers and so on. For it is hard to say "No" to good friends and old friends who want some one of us for an agency meeting or a company meeting or an association meeting. I would rather take a licking than have to do it.

PLEASE DON'T feel we are getting high hat or that we don't want to come. The trouble is that along about this time in September, we are pretty well sold out — and from now until June, at least one and usually more than one of our men will be out every week doing a job for someone.

WE THANK YOU FOR REMEMBERING US IN CONNECTION WITH WORK OF THIS KIND — AND REMEMBER THAT WHEN WE HAVE TO SAY "NO," IT HURTS US A LOT WORSE THAN IT DOES YOU.



PAUL SPEICHER
Managing Editor

THE INSURANCE RESEARCH & REVIEW SERVICE
INDIANAPOLIS

E. Mutual's New Policies are Described

New England Mutual Life announced its recent annual convention at Mackinac the new line of policies that it has put into effect. Life paid up at 85 places ordinary life as the basic policy. The "double benefit" policy is recommended for key man sales. Its unit of protection is \$1,000 to age 65 and thereafter a policy which is paid-up for life one-half that amount. It is designed particularly for the man who wants his insurance holdings paid up by retirement. It has the lowest premium for permanent protection of any New England Mutual contract.

The income endowment provides a monthly income of 10 years certain and continuous or the usual cash endowment. It replaces the retirement income policy with \$1,500 base (for men) and \$700 (women).

The life income retirement policy will be offered with monthly life income computed on the life annuity basis as well as on 10 years certain and continuous, income beginning at age 60 or

An addition is a term to 65 policy which provides protection to age 65 at level premium. It is convertible to a permanent form up to age 60. Juvenile return of premium policies will be available in most states, including New York. They are available on three plans, life paid-up at 85, 20-pay life or endowment at age 55. If insured dies before age 15, premiums returned plus 2½% compound interest. At age 15 and above the policies are full protection for the face amount without evidence of insurability. Premiums are considerably lower than on the company's juvenile policies which give full death benefits from age at issue.

New Riders and Provisions

Among the new riders and policy provisions are the following: the family income rider takes the place of the family income policies, producing exactly the same results. The change permits greater flexibility since the rider can be attached to any permanent form of insurance (except the New Englander) which has premiums payable at least as long as the rider.

The mortgage rider is a supplemental agreement based on decreasing term insurance and may be attached to any form of permanent insurance with premiums payable at least as long as the term and can also be attached to the term to 65 policy. Waiver of premium is now available to all applicants who are accepted for standard insurance.

On juvenile insurance full coverage from age of issue will be available, outside of New York state. Contracts will be written from age six months and rated as age one. The graded death benefit policy will no longer be issued. There is an alternate line of juvenile contracts for sale in New York. The original New Englander 1, 2, or 3, or 5 years with automatic conversion to life paid-up at 85 unless some other permanent form is requested.

Payor Agreement Simplified

The payor agreement has been simplified. It will guarantee waiver of the premiums due on the policy of a child until the insured is age 21, if the person paying the premiums (and covered by the rider) dies or is totally and permanently disabled. If the person does not wish to pay the additional premium agreement may be selected.

In addition to the new policies to be offered, and the changes and modifications made in old contracts, there will be available all limited payment life plans, all endowment forms, retirement contracts at ages 55, 60, 65 or 70 with monthly income, 10 years certain and

continuing; five and 10-year term, convertible and renewable, though these will have no non-forfeiture values. Five-year term, convertible but not renewable is continued as the New Englander-5. Annual premium retirement annuity and single premium life annuity will be retained.

The reinstatement clause will offer reinstatement without evidence of insurability for 31 days after the grace period. The dividend provision makes a dividend due at the end of the first policy year. It is not dependent upon payment of the second annual premium. The contract will include the insured's right to convert as of the original age, using the policy and premium rate effective on the date of the original policy. This has been company practice but not a contract right. The automatic premium loan is requested in the application, not on a separate form. Many policies will show a first year cash value, in fact the retirement income at the older ages will have a cash value as early as the third month.

Extended insurance periods are generally longer, paid-up insurance is about the same. Cash values in many cases are larger. Interest is guaranteed in event of delayed claim settlement. If a life contingency option has been elected, the "common disaster" clause is incorporated into the contract.

Monarch Life Creates College Facilities For Its Agents

Monarch Life has opened a college for field underwriters in a separate building adjacent to the home office, designed to provide modern facilities for training both new and experienced men.

It is believed that this is the first venture in American business to set up a separate unit, complete with dormitories, for training sales personnel on a basis similar to that afforded by the average small college. Under the guidance of an educational director, the curricula will offer a year-round series of two-week courses. They will cover all phases of disability and life insurance, ranging from fundamentals to special studies of business insurance, taxes, wills, trusts and estate analysis work.

Six textbooks are in preparation by the agency department. There are accompanying looseleaf volumes.

Each student will be presented a textbook and the looseleaf material when he has completed that course. A certificate of accomplishment will be received by each student who meets the required grades at the end of each course.

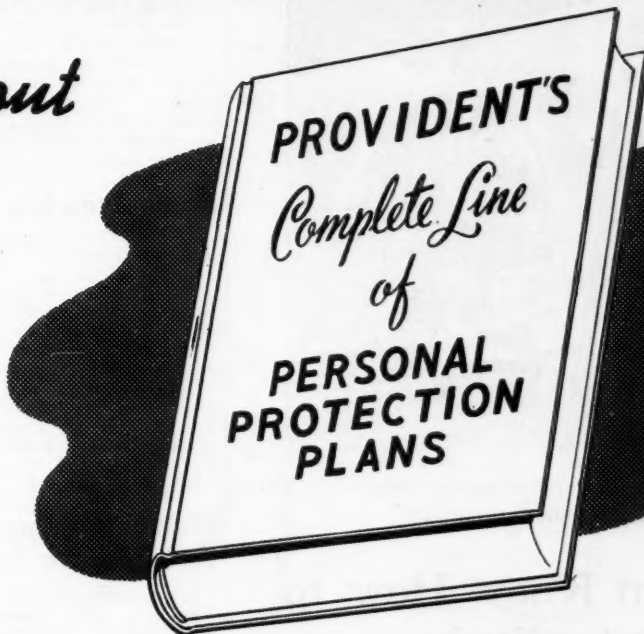
Admittance to future schools for advanced training will be based upon Monarch's standard requirements. There will be five courses in all and those men who complete the entire training by meeting both field requirements and college grades will be awarded diploma and designation merit.

The new school building is constructed of Indiana limestone, and in general appearance and design is similar to the home office structure which was erected in 1938. School facilities are adequate for 30 students at a time, and include private sleeping and study rooms. There is a mahogany paneled lounge and library, dining room, modern kitchen, as well as recreation rooms. Two large, acoustically treated class rooms are furnished with the latest type of study desks, blackboards, voice recorders and educational motion picture equipment.

Broadens Aviation Cover

Northern Life of Canada has extended the coverage in the aviation clause of both new and old policies to include full coverage for all passenger flying. One exception is that the insured must not be taking part in the operation of the plane or be taking a lesson. Coverage until recently had been limited to fare-paying passengers in planes flying established air routes.

*It'd take a BIG book to tell ALL
about*



LIFE INSURANCE* . . All modern forms of Guaranteed Rate Ordinary from birth to age 65. Substandard, Salary Savings, Annuities, and Non-Cancellable Disability combined with wide choice of Life plans.

DISABILITY INSURANCE* . . Every form of Accident and Sickness coverage — including Franchise plans for five or more employees. Non-Cancellable Disability policies. Special Risks coverages.

HOSPITAL INSURANCE* . . Issued on Individual, Family Group (ages 3 months to 80 years) and Franchise plans. Hospital Room and Board, Miscellaneous Hospital Extras, Surgeon's Fees and Medical Care.

* All written on Group Plans (minimum of 25 employees) and on special forms designed for Railroad Employees.



PROVIDENT LIFE & ACCIDENT INSURANCE COMPANY

CHATTANOOGA

Our 60th Anniversary Year

Pingree Says State of Incorporation Should Make Rules

Addressing the annual meeting of the Bureau of Accident & Health Underwriters at Fairlee, Vt., Albert D. Pingree, deputy Vermont commissioner, declared that so long as each individual state in which an insurer does business is permitted to determine what contracts will be sold within its jurisdiction, the problem of uniformity of treatment of policyholders cannot be satisfactorily solved.

The only rule that can accomplish the desired result is one that holds that the state of incorporation has the sole right to pass on contracts and rates, he said. Referring to the U. S. Supreme Court decision, in *Commercial Travelers of America vs. Wolfe*, he said he believed that had commercial carriers been involved instead of a fraternal, the decision would have been the same, that the law of the state of incorporation would be given precedent over the law of the forum.

Mr. Pingree contended that proper regulation of the accident and health

industry requires that the state wherein the company is organized assumes the responsibility to see to it that the company is financially strong, that its contracts are fair and understandable, and that rates are reasonable to the end that all policyholders wherever they reside are treated uniformly and fairly. The ability to carry out this responsibility should not be curtailed by conflicting laws and regulations which, although made with honesty of purpose, defeat their ends by tying the hands of the home state administrator, he declared.

Peoples Life, Ind., Holds Rally at Virginia Beach

Peoples Life of Indiana held its 40th anniversary convention at the Cavalier hotel, Virginia Beach. A. C. Louette, executive vice-president, presided at the first two days' sessions and J. H. Miller, president of the Challenger Club, presided at the club breakfast the third day.

The meeting opened with a welcome from President E. C. Burget, other speakers being H. W. Smith, actuary, R.

A. Brewster and D. H. Shipley. Secretary Maurice Hartwell discussed the new rate book and John H. Miller talked on social security. R. K. Ryan, general counsel, discussed estate taxes and L. S. Seaman gave the agents' committee report. The following day LaVerne Wilson, superintendent of agencies, talked on "The Power of Excitement." Other speakers were F. M. Montgomery, Floyd Foreman and B. H. Thorne. Speakers in the afternoon were D. H. Carter and Strickland Gillilan, well known humorist.

On the final day, following the Challenger Club breakfast, there were group meetings and conferences with home office officials. The banquet was that evening.

Buy \$15 Million World War Bonds

Life companies purchased more than \$35 million of the first issue of World Bank Bonds, or about 15% of the total issue marketed, the Institute of Life Insurance reports.

W. S. Connell Now Actuary of North American Reassurance

NEW YORK—William S. Connell, assistant actuary and assistant secretary of North American Reassurance, has been advanced to actuary. He retains the additional title of assistant secretary. Mr. Connell was born in Oregon and educated at the University of Oregon and Reed College. He served in the actuarial department of Prudential while studying for and passing part of his actuarial examinations, going to North American in 1942 as assistant actuary. This year he passed the final actuarial examinations, becoming a fellow of the Actuarial Society of America and the American Institute of Actuaries.

Name Ryan Life Manager

Jack Ryan has been named life manager for George Herrmann & Co., class 1 agency of Chicago. This appointment comes as part of a drive to build up the life department of the agency under the immediate supervision of George Herrmann III. Herrmann & Co. are general agents for Continental Assurance. Mr. Ryan has been with the FBI since graduating from Northwestern University in 1940. He starred at football and was a Phi Beta Kappa scholar. He is a classmate and fraternity brother of George Herrmann III.

Mutual Life Appoints Two Training Assistants

Two assistant managers of Mutual Life have been appointed assistants to Ward Phelps, director of training. They are C. J. Buesing of the Myer agency in New York City, and C. R. Drown of the Billings, Mont., agency. Mr. Buesing's appointment is effective Oct. 1 and Mr. Drown's Nov. 1.

Since joining the company in 1927 Mr. Buesing has served as a clerk in the home office, agency cash journal clerk, agent, supervising assistant, and assistant manager.

Mr. Drown has been with Mutual since 1939 as agent, district manager and assistant manager. He has been among the leading agents.

Joins Boston Agency

H. M. Thurston, who has been in charge of the educational division of the New England Mutual home office has joined the company's Partridge agency as a supervisor. He has been with the agency department for the last 12 years except for three years in the army air corps. H was educated at Boston university and is a C.L.U.

R. D. Fleischer, sales promotion assistant, is handling the department's training program, and "Career Underwriting" and "Advanced Underwriting" publications.

Security Mutual, N.Y., to Construct Rental Housing Project

Security Mutual Life of Binghamton has authorized completion of negotiations for construction of a \$1½ to \$2 million rental housing project just outside the Binghamton city limits. Construction is slated to begin by mid-October with initial occupancy scheduled for late spring of 1948 and completion in October of the same year.

President Frederick A. Russell of Security Mutual stated that the 200-family unit project is the first of its nature to be undertaken by any but the large life companies. It is also, he said, the first equity housing program to be undertaken by any life company outside metropolitan areas.

The housing program is designed to meet requirements of middle income tenants, and calls for 4- and 5-room apartments.

Imperial Life Man L.A.A. Registration Chairman

Harold Brown, Imperial Life of Toronto, is chairman of the registration



Harold Brown

Henderson Resigns as Sales Manager for West Coast Life

R. M. Henderson, sales promotion manager for West Coast Life, is resigning to become assistant secretary of the chamber of commerce at Eugene, Ore., some time in October. He formerly resided in that city.

Pan-American Appoints Fort Worth General Agent

Curtis Thomas has been appointed general agent at Fort Worth by Pan American Life. He entered life insurance in 1939 as an agent. He was in the army for a year, reentering life insurance in 1943.

Eagles National Life Is Organized in Ohio

COLUMBUS — Fraternal Order of Eagles has organized a life insurance company, known as Eagles National Life, and has applied to the Ohio department for license. Headquarters are in Cincinnati.

Mutual Life Agency Celebrates at South Bend

The South Bend, Ind., agency of Mutual Life, leader in the central division over 22 other agencies, celebrated with a victory dinner, with Earl H. Frei, Indiana manager, as host to the successful agents and their wives and the office staff.

Dexter S. Dickson has joined the Austin, Tex., agency of Western Reserve Life.



"This housing shortage has its compensations—
I sold FOUR families in one flat tonight!"

Bankerslifemen Know How to Work Intensively

Getting the most out of any sales or prospecting situation comes so naturally to a Bankerslifeman he is bound to gain even from a situation as bad as the current housing shortage.

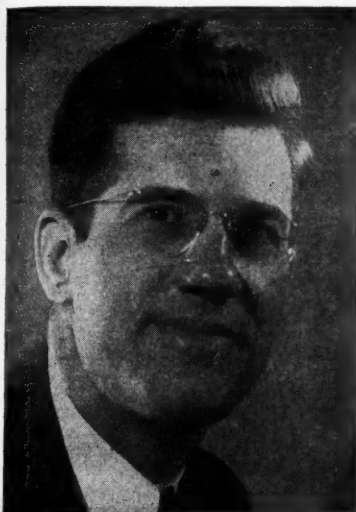
Seriously, from his first days in his agency office the typical Bankerslifeman is trained both in theory and in practice to know how to uncover "nests" of business. This knowledge is furthered through a Home Office training program that carries through his first three years in the business and is supplemented with refresher courses thereafter.

This thoroughgoing knowledge of good sales practices makes Bankerslifemen the kind of life underwriters you like to know as friends, fellow workers, or competitors.

BANKERS Life COMPANY
DES MOINES

N.Y. Bias, Grabruck, Myers Promoted by Commonwealth Life

Norman R. Bias has been named manager at Huntington, W. Va., for Commonwealth Life. He has been assistant director of agencies in the in-



N. R. BIAS

dustrial department. Paul W. Myers, field supervisor, succeeds Mr. Bias as assistant director of agencies.

Walter H. Grabruck has been promoted from special assistant in the bluegrass district to manager at Bowling Green, Ky., where he succeeds G. D. Luckey.

Bestor Retiring from Prudential; Fleetwood Moves Up

Paul Bestor, vice-president of Prudential in its mortgage loan and real estate department, will retire Oct 1 and be succeeded by Charles Fleetwood, who was elected vice-president last month.

Mr. Bestor was born in Iowa, educated at Yale and later became a Missouri farmer. In 1920 he was elected to the state legislature and two years later was named registrar of the sixth federal land bank district. Before joining Prudential in 1933 he served as president of the Federal Land Bank in St. Louis, chairman of the federal farm loan board, director ex-officio of the Reconstruction Finance Corp., and first federal land bank commissioner.

Mr. Fleetwood joined Prudential in 1933 after serving as president of Carolina Bond & Mortgage. He started as manager of the mortgage loan branch in Winston-Salem, and then managed branches in Kansas City, Philadelphia and Newark. He joined the home office in 1939 and was elected second vice-president in 1945.

Citizens Natl. Licensed in Cal. to Do Life Business

Commissioner Downey of California has granted a certificate of authority to Citizens National Life & Casualty to transact life insurance only. Victor F. Pettric is president. The company has capital and surplus of \$400,000. Application has been made for a permit to sell additional stock to qualify for disability insurance.

McMillen Gives Luncheon

Clifford L. McMillen, general agent of Northwestern Mutual in New York City, gave a luncheon to honor some of his leading agents and others reaching milestones in their insurance careers and also to inaugurate a fall campaign for the agency. L. J. Evans, assistant

director of agencies, was the principal speaker and guest of honor. Special recognition was given to seven agents qualifying for the Million Dollar Round Table: T. K. Carpenter, M. G. Drane, Herman Duval, J. R. Guy, W. F. McMartin, R. U. Redpath, Jr., and H. C. Rose. It was brought out that Northwestern Mutual had 132 agents qualified for the round table in 1947, more than the next four companies combined.

Mr. Evans emphasized the favorable life insurance market and said that last month was the second highest August in the company's history. He distributed literature on the advantage of buying between ages 18 and 25.

L.I.A.A. Memorial on Olson

The directors of Life Insurance Assn. of America adopted a memorial resolution on Edwin A. Olson, chairman of the Mutual Trust Life, who died June 27. The resolution reviews his career both in the company and in his other capacities, including the presidency of the Life Agency Officers Assn. and chairmanship of the insurance division of the Illinois chamber of commerce.

H. & A. Conference Underwriting Forum in Chicago Oct. 1

Health & Accident Underwriters Conference will hold an underwriting forum at the Drake Hotel, Chicago, Oct. 1. The agenda includes:

I. Discussion regarding the preparation of an underwriting manual for accident, health and hospitalization business:

II. Does the occupational classification manual issued in 1936 still satisfy our needs?

III. Should additions be made to this manual, outlining some of the newer occupations?

IV. Should the manual be revised on the basis of three general classifications, or less?

V. Underwriting impaired or special class risks:

a. What can be done in the matter of selection of risks to provide coverage for impaired risks?

b. Discussion of underwriting of risks who do not qualify for accident, health or hospitalization insurance at normal rates because of:

1. Occupation—such as children, students, housewives, retired persons, etc.

2. Physical history.
3. Age—the over-age risk—Is there a demand and need for accident, health and hospitalization protection for persons beyond the usual age limits to which this type of coverage is generally offered? If so, what are the problems of risk selection, how do we underwrite them and what extra premiums are charged?

Underwriting Chronic Cases

IV. What is the general practice for underwriting those cases on existing policies where:

a. Claim has been paid for a condition known to be chronic or which would render the individual uninsurable for new insurance.

b. Information is developed from outside sources that there has been a change in the insurability of our policy-owner.

V. Question box:

a. Pulmonary tuberculosis:

1. How much time must elapse after recovery before issuance of health insurance can be made with an exclusion rider?

2. How much time must elapse before issuance of health insurance can be made without rider?

3. Is current x-ray required?

b. In considering risks who have the following impairments or medical history—cardiovascular disease, gall bladder disease, goitre, hernia, kidney stones,

(CONTINUED ON PAGE 11)

HE'S GOT A
Special
INCOME EXTENDER

It comes in mighty handy!

And the income provided by Prudential's Temporary Income Policy does, too—to the widow who sees her dependent children growing up and her Social Security income stopped until she reaches age 65.

Prudential Agents, Brokers and prospects agree—
"This low-premium policy is ideal for filling the gap until a widow again receives her Social Security benefits at age 65."

Or another use—the discounted value works out nicely in filling mortgage insurance needs, too.

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A MUTUAL LIFE INSURANCE COMPANY

INSURANCE COMPANY OF AMERICA
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EDITORIAL COMMENT

We Live in a Changed Day

We are in a changed day. Years ago very few people laid off Saturdays. In fact, Saturday was one of the biggest days of the week, especially for local agents. The farmers came into town on Saturdays so the agents kept their offices open all day. There was no thought of what we call "vacation" of today. That is, there was no time in the year when a person laid off for a couple of weeks.

Now throughout the entire country, both rural and urban, the five-day week

has become almost universal; vacations, too, are acknowledged to be part of the working economy. In some places, especially in the smaller cities and towns, it has been found desirable to close up on some day of the week other than Saturday. The point is, however, that the five-day week is here to stay and so with it the vacation period. It is difficult for the old-timers to get their minds readjusted to these new conditions. They are inclined to think that we are going to the bow-wows.

Insurance and Public Relations

Insurance can learn something from other great enterprises and other great enterprises can learn something from insurance. We are of the opinion that insurance can learn a most useful lesson in public relations by studying the plans of some of the successful organizations that have developed courses along well thought out lines.

When we study the industries that have become successful in public relations we find at the head of that department a very high grade man and he is paid the same salary as one of the top executives. In fact, he is a part of the inner executive circle. He attends all important conferences and meetings. He is looked upon as a big man in a big place. His mission is to study ways and means whereby his industry is to

meet the needs of the public. He is an authority on the demands of the people. He seeks at all times to find ways and means of making the people more friendly to his organization. The secret of success of this official is that he rates high, his word is authoritative, and he is well adapted to his special line. He is looked up to, he is conferred with.

We must confess that probably relatively few insurance companies have not regarded public relations with the seriousness it deserves. It should be handled by a person of superior mold, experience and adaptability. It is not a job for a man far down the line, however trustworthy he may be in his special line. It requires a man of great vision, of broad sweep, and possessing high mental quality.

Retirement Seems Remote at 30

The inquiring camera girl of the Chicago "Tribune" brought out some answers to a question that may have considerable significance for the life insurance business. The question was, "How much money would you want to have before you retired?" The six answers that were printed—all of them from men, incidentally—showed a strange unawareness of life insurance and annuities. Most men didn't want to retire at all, a phenomenon probably explained by the age of the answerers. None of whom looked more than about 30.

Not one of the six talked in terms of income at all. One of them said, "I might consider retiring if I had about \$100,000 stashed away." Another said he would consider retiring at age 50 on about \$30,000, another would settle for \$200,000 at age 45, but even he would not retire entirely,

for he would open a little business or a resort and get someone to run it for him.

The answers given by these six men picked at random indicate a lack of a realistic approach to the problem of retirement that is probably quite typical of men in their age group. Not only do they, in the main, discount the possibility or even the desirability of ever retiring, except with what they obviously consider to be small fortunes, but they lack any realization that the first consideration is the amount of income, rather than the amount of principal, and the assurance that the income will continue.

The attitude of these young men may throw some light on the action of the Ford Motor Co. employees in rejecting the carefully worked out pension plan that was offered them as an alternative in the C.I.O. United Auto Workers

negotiations with the Ford Co. The workers could have had a moderate increase in pay, plus a pension plan, but instead they chose to apply what would have gone toward pensions to a larger immediate increase in pay.

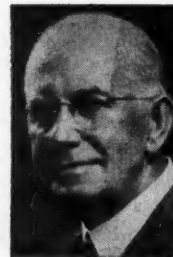
From all these indications it appears that there is a fruitful area for education in the retirement annuity field. William Hazlitt, the essayist, wrote

that no young man thinks he will ever die. Apparently the same is true about retiring. Unless they can be made to realize that retirement is probably inevitable and might as well be made as enjoyable as possible, they are likely to go on making no provision for it until time has too big a head start to permit them to assure themselves any kind of a decent living.

PERSONAL SIDE OF THE BUSINESS

John Bailey, district agent of Connecticut Mutual Life at Galesburg, Ill., was installed as commander of the Knox County American Legion.

This month marks the 50th service anniversary for Frank H. Lewis, general agent emeritus for Massachusetts Mutual at Newark. He visited the home office and received the half-century emblem from President Alexander T. Maclean. Mr. Lewis joined the Massachusetts Mutual in 1897 as a renewal department clerk. He went to Jersey City as cashier and in 1899, at the age of 22, was made general agent at Jersey City. In 1916 he was transferred to Newark as general agent and served there in that capacity until 1941.



F. H. Lewis

Lester O. Schriver, general agent of Aetna Life at Peoria, Ill., former N. A. L. U. president, heads the 1948 Peoria Citizens Forum, which will sponsor nationally-famous speakers there without charge to the citizens.

The Hollywood produced film "Word Magic" by Elmer T. Wheeler which is to be exhibited at the regional meetings of the Chicago Assn. of Life Underwriters Oct. 21-23, was selected at a meeting of the committee at a showing of several films in the home of Raymond T. Britz, assistant district manager of Hayes agency of Prudential.

Nicholas M. DeNezzo, assistant superintendent of agencies of Aetna Life, just celebrated last week his 40th anniversary with the organization. He joined Aetna in 1907 in the mail department. In 1915 he became head of the dividend division. In 1930 he advanced to agency assistant, and was successively promoted to supervisor of field service and field supervisor. He has been assistant superintendent of agencies since 1942.

The 1948 community chest red feather campaign for Louisville, and Jefferson county is under the direction of B. N. Woodson, executive vice-president of Commonwealth Life. Karl E. Rothrock, Kentucky Home Mutual, and Ralph H. Ruch, Mutual Life, are also on the committee.

Commissioner Larson of Florida has announced that he will be a candidate for reelection. He is also state treasurer. He was reelected without oppo-

sition in 1944. Prior to becoming state treasurer and insurance commissioner, he was internal revenue collector for six years, and a member of the Florida legislature.

Earl E. Smith, assistant agency vice-president of Equitable Life of Iowa, addressed a luncheon meeting of Life Insurance Managers of Detroit on "Supervising, the Coming Profession."

The current annual report of Connecticut General Life was judged as the best of the life insurance industry by the judges in the annual report survey conducted by "Financial World" magazine. The bronze trophy will be presented to President F. B. Wilde, at the annual report awards banquet Oct. 10 in New York City.

Robert J. Barrett, manager of Occidental Life at Kansas City, has moved the office from the fourth to the eleventh floor of the Insurance Exchange Building. During the moving process Mr. Barrett entered a hospital there to undergo a physical checkup.

Just promoted at the head office of Great-West Life, R. O. A. Hunter, assistant secretary, and Hugh A. Rob-



R. O. A. Hunter



H. A. Roberts

erts, assistant treasurer, are both war veterans, both lawyers and both graduates of the University of Manitoba. Mr. Roberts was a former assistant manager of Grain Insurance & Guarantee. Mr. Hunter joined Great-West in 1946.

E. C. McDonald, vice-president Metropolitan Life, is a member of the U. S. Chamber of Commerce delegation to attend the annual meeting of the Canadian chamber at Chateau Frontenac, Quebec, Oct. 7-9.

Harold Connolly, regional manager of Prudential for the midwest operating out of the home office, was a visitor in Chicago and presented the Old Guard 15-year pin to R. W. DePau, Jr., district manager there for the last seven years. Mr. DePau on his 15th anniversary day was in Boston addressing the N.A.L.U.

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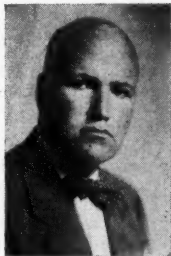
convention. He started at Evanston, Ill., in 1932 and was transferred to Chicago in 1941.

J. A. Bevan of the actuarial department and **J. F. MacLean** of the reinsurance department of Connecticut General Life, have become fellows of the Actuarial Society of America.

Mr. Bevan graduated from Yale in 1936 and joined Connecticut General



J. A. Bevan



J. F. MacLean

that fall. He became an associate in the Actuarial Society in 1940. From 1942 to 1946 he was a research physicist at Franklin Institute in Philadelphia. Mr. MacLean graduated from University of Illinois in 1936 and received his M.A. from University of Michigan in 1937. He joined the company in 1937. He was in the navy from 1942 to 1946.

Morris P. Capen, vice-president of New England Mutual, has been elected president of the City Club of Boston.

DEATHS

William E. Watson, 53, died at Seattle of a heart attack. He was associate general agent of John Hancock at Des Moines until 1942 when he moved to the Denver agency. He suffered a heart attack two years ago and retired from business.

W. J. Barnicle, 64, died at his home in Elizabeth, N. J. He was district manager of John Hancock Mutual in New York City. He had been with the company 36 years.

Miss Katie Lou Jordon, 47, for 20 years in the actuarial department of National Life & Accident, died after a brief illness. She began her insurance work with Life & Casualty.

Herbert C. Cox, chairman of the London (England) board of Canada Life, died suddenly at his home in Oakville,



H. C. COX

Ont. He was in his 75th year and had been ill only about 10 days. His insurance career began in 1893 when he joined Canada Life as a correspondence clerk. In 1899 he became joint manager for eastern Ontario and Michigan with his father and later the same year became sole manager. He left Canada Life when he was elected president of Imperial Life in 1912, but returned in 1914 as president following the death of his brother, E. W. Cox. In 1928 he resigned

to become chairman, resigning that position 10 years later to become chairman of the London board. He was a past president of the Life Underwriters Assn. of Canada and the Toronto association.

C. D. Rodman, 72, former Louisville general agent for Northwestern Mutual Life, who retired in 1926, died Sunday at St. Joseph's Infirmary, Louisville. He had been ill for two years.

A native of Curdsville, Ky., he went to Louisville as a young man and was Northwestern general agent for about 20 years.

Clifford R. Abbott, 56, National Fidelity Life, Manhattan, Kan., died following a heart attack near Carlsbad, N. M., while on a vacation trip.

H. & A. Conference to Hold Underwriting Forum

(CONTINUED FROM PAGE 9)

rheumatism, sciatica and other diseases considered to be of a chronic nature:

1. Does your company accept risks having any of these ailments?

2. Are they accepted for all types of policies or just for limited coverage forms?

3. Is waiver or exclusion rider used? If so, how is that rider worded?

4. After what period of time do you feel that such waivers are unnecessary?

5. Can you relate any specific instances where you have had some unusual experience with any one of these particular ailments or impairments?

Handling Permanent Impairments

c. What are the various company practices for handling so-called "permanent impairments" such as loss of limb, sight, hearing, loss of one kidney or some other specific physical impairment that is not correctable?

1. If risks are acceptable with one of these impairments, on what basis?

2. If waiver or exclusion supplement is used, how is it worded?—or

3. Are these cases handled by a rate-up in premium?

4. Does the same practice apply whether the application is for health and accident, accident only or hospitalization?

d. What travel restrictions are now being retained in policies? Are there any special underwriting rules being observed by the companies with reference to foreign travel? Are certain countries considered as not being suitable places for residence or travel?

e. Would it be possible to have discussion that might help to bring out some uniformity among companies in the question of handling aviation coverage in connection with accident policies?

f. Under what conditions are risks with a history of asthma considered for health insurance?

g. Deafness—what treatment is accorded applicants for accident and health insurance:

1. Where the applicant is deaf in one ear?

2. Where it is a marked impairment of hearing but the applicant wears a hearing aid?

Metropolitan Shifts Three Of Its Veteran Managers

Homer G. Boesenberg, manager of the Elmwood district, Cincinnati, for Metropolitan, has been transferred to Gary. He succeeds William A. Scoglund, who has been assigned to Elkhart, Ind. Homer H. Ellis goes from Elkhart to Dayton.

Mr. Boesenberg began with Metropolitan in 1915 as an agent in Oak Park and in 1927 became assistant manager. He was promoted to manager at Terre Haute five years later. He was transferred in 1937 to Newport, Ky., and in 1941 to Cincinnati.

Mr. Scoglund joined Metropolitan in 1924 as an agent in Chicago. In 1927 he was promoted to assistant manager. He was subsequently manager at Bloomington, Ill., Ottawa, Ill., Harrison, Ind., and Gary.

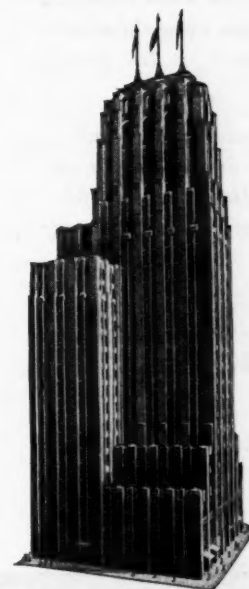
Mr. Ellis, who succeeds Fred F. Ruhl, began with Metropolitan in Vincennes, Ind., in 1923, and became assistant manager at La Fayette, Ind., in 1924. In 1926 he was transferred to Terre Haute, Ind., and in 1934 became manager at Shelbyville, Ind., taking his present post four years later.

A thousand pages of accident and health policy information in the **Time Saver**—\$5.00 from The National Underwriter.

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LIFE AGENCY CHANGES

Prudential Plans New Agency in Wis.

Prudential has announced plans to open a new ordinary agency at Madison with Burton W. Bauernfeind as manager.

The new agency will start operations about Nov. 1, and will function in addition to the present office in the Union Trust building. It will handle business in the western half of the state.

Mr. Bauernfeind for the past five years has been assistant manager at St. Paul and previously was special agent at Rochester, Minn. He is a C.L.U.

National of Vt. Names MacNamee to Succeed Bowser

M. W. MacNamee will on Oct. 1 succeed C. Bowser as general agent of National Life of Vermont in Chicago.

Mr. Bowser is forced into retirement by a serious and prolonged illness. He has been general agent for seven years. Mr. MacNamee, who joined National

in charge of Alfred B. Horn, experienced producer in Los Angeles territory for the past 12 years.

A. B. Carroll, Jr., Succeeds McGinnis for N. E. Mutual

New England Mutual is transferring its North Carolina headquarters from

Raleigh to Charlotte Oct. 1. A. B. Carroll, Jr., former agency supervisor in Wilson, N. C., becomes general agent, with offices in the Liberty Life Building.

E. C. McGinnis, general agent in Raleigh for 35 years, becomes general agent emeritus and, with his present associates, will continue to represent the company in Raleigh. Mr. McGinnis is the company's second oldest general agent in point of service.

Mr. Carroll graduated from Wake Forest College in 1932. After a period as a teacher and a high school principal, he entered the life insurance business in Wilson. He is a C.L.U. He served in the navy. He has held all offices in the Wilson Life Underwriters Assn. and resigned as president when he moved to Charlotte last month.

A. J. Beall, New England Mutual representative in Charlotte since 1930, becomes Mr. Carroll's executive associate.



A. B. Carroll



M. W. MacNAMEE

Life in 1946, as an agent in Chicago, graduated from Kenyon College and studied at Babson Institute where he earned a degree in business administration. He is a C.L.U. He was a lieutenant (j.g.) in the navy in the Pacific. Before that he had several years experience with Equitable Society in Chicago.

Mr. MacNamee has sold more than a million of life insurance in a single year. He is known in the middle west as an effective speaker on life insurance.

Prudential Names A. A. Johnstone Canadian Chief

Arthur A. Johnstone has been appointed resident regional manager at Toronto in charge of the Canadian district offices of Prudential.

Mr. Johnstone has been with Prudential since 1933. He has been manager of district offices in London, Sault Ste. Marie and Toronto. Prior to his present appointment he was regional manager in the home office.

Mr. Johnstone is a C.L.U. and has served as president of the London, Ontario, Life Underwriters Assn.

M. J. Anderson Named by Berkshire in Eastern Ky.

M. J. Anderson has been appointed general agent for Berkshire Life in eastern Kentucky with headquarters in Lexington. He attended University of Kentucky and has been in the life insurance business for 10 years, first as a cashier, then agent and most recently as a district manager. During the war he served in the United States navy.

A. B. Carroll, Jr.

Horn Heads New Glendale Agency of West Coast Life

West Coast Life has established a complete branch office at Glendale, Cal.,

Beneficial Life Appoints C. W. Green in Arizona

Beneficial Life of Utah has appointed C. W. Green as general agent for Arizona. Joining the company six years



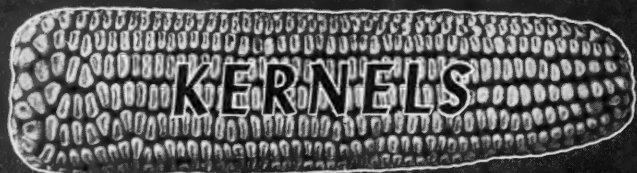
C. W. GREEN

ago, he has been among the top 15 producers for the last four years. He has

WANTED HOME OFFICE SALES MANAGER

A midwestern life insurance company with 6½ million in force, 1½ million of assets, has a position open for home office sales manager. Prefer man with home office or general agency experience. Give experience, salary expected, and references. All applications will be held in confidence. Address N-40, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

A Real Opportunity



from Central Life of Iowa



Well selected seed in the right hands, in the right soil, will again make the MIDDLE WEST THE BREAD BASKET OF THE NATION in 1947.

Life Insurance Companies are also soil in which Human Hands do Some of Their Greatest Work. Here Human Hands are Even More Important, Because Many Futures Rest Largely Upon the Philosophy of the company.

Will it select those hands with care? Will it train them effectively? Will its business philosophy allow personal development to the limit of capacity?

"Personal leadership ability" is the most important goal for Life Underwriter, Company and Nation alike.

CENTRAL LIFE ASSURANCE SOCIETY
(MUTUAL)

HOME OFFICE • DES MOINES 6, IOWA

IN THE HUB OF THE MIDDLE WEST
"WHERE THE TALL CORN GROWS"

SMALLER CITIES

The best opportunities for great service by and substantial income to experienced producers.

Our Direct General Agents Contract is especially designed to meet this challenge.

Attractive Territory Available In

IOWA
ARKANSAS

KENTUCKY
LOUISIANA

MISSOURI
MISSISSIPPI

For further information write to J. DE WITT MILLS, Supt. of Agents.

MUTUAL SAVINGS

MISSOURI'S FIRST WHOLLY MUTUAL LEGAL RESERVE COMPANY
Life Insurance Company

812 Olive Street

Allen May, President

St. Louis 1, Mo.

been a member of the "App-a-Week" Club for 258 weeks. He succeeds Allen Cameron, who resigned after 15 years as general agent in Arizona.

Sutherland Spokane Manager

F. Gaines Sutherland has been appointed manager of West Coast Life at Spokane, Wash.

Colonial Makes Promotions

Colonial Life has made several field promotions: Harold Sloan, formerly an agent in Pottstown, Pa., has been advanced to field manager there. Wilbert O'Dell, formerly a field manager there has been promoted to manager. He

succeeds David Abrams, who has been transferred to West Chester, Pa.

Harry Rice, Jr., an agent in West Chester has been advanced to field manager.

Frank Given Erie, Pa., Post

Charles F. Frank has been named Erie (Pa.) district manager of the Woods agency of the Equitable Society at Pittsburgh. He joined the organization in 1946.

Kidd Named at Topeka

Rudy D. Kidd has been named district manager of Pyramid Life at Topeka. He has had seven years experience in life insurance.

AMONG COMPANY MEN

McMasters Named Training Head for Commonwealth Life

William C. McMasters, assistant agency secretary in the industrial de-



WILLIAM C. McMASTERS

partment of Commonwealth Life has been named director of training.

Mr. McMasters served in several of Commonwealth's district offices prior to the war and upon his discharge as a captain, was named assistant agency secretary.

Dr. Armstrong Retires as Mutual's Medical Director

Dr. E. M. Armstrong will retire as a medical director of Mutual Life under the company's retirement plan Sept. 29. Dr. Armstrong was a Rhodes scholar from Maryland at Oxford, where he received a B. Sc. degree for medical research in bacteriology. He joined Mutual Life in 1919 as a home office examiner. He was named assistant medical director of the company in 1925 and eight years later he was advanced to a medical director. He graduated from Princeton University in 1904 and has been a member of the university's graduate council. He received his M. D. degree from Johns Hopkins University.

Mass. Mutual Names Group Supervisor at Cincinnati

Massachusetts Mutual Life has appointed Norman Harper as group supervisor at Cincinnati. He will cover southern Ohio, Kentucky, and southern West Virginia. He graduated from Columbia University and entered the group insurance field in 1932 with the Equitable Society, remaining until 1941 as assistant divisional group manager. During the war he served in the U. S. army. He became Cincinnati regional director of the United Service to China, resigning in August to join Massachusetts Mutual.

Name New Personnel Officer

A. W. T. Martin has become personnel officer of Great-West Life.

Mr. Martin graduated from the University of Manitoba in 1931 and took post graduate personnel studies at the University of Minnesota.

He joined Great-West in 1946 following three years as a navigator in the R.C.A.F.

He is well qualified for his new post by training and experience.



A. W. T. Martin

MacCubbin, Chambers Advanced

Home Friendly of Baltimore has elected Emmett C. McCubbin assistant secretary and Daniel B. Chambers general counsel. Mr. MacCubbin has been sistant to the president and Mr. Chambers has been assistant counsel.

Seeks to Oust Burial Concern

Attorney-general Taylor has asked the Missouri supreme court to prevent the Watkins Funeral Service Assn. of Dexter, Mo., from doing business in the state as a burial insurance company. He charged that the company is operating in violation of the laws of the state.

Strictly Up to Date

Crown Life Policy Plans and Benefits are "modernized" to enable more of our representatives to better serve more of their clients. They include:

Preferred Risk Whole Life	Par. and Non-Par.
Whole Life Convertible	Monthly Income Disability
Double Protection to 60 or 65	Single and Double Family Income
Regular 1 to 20 Year Term	Annuities and Pension Plans
Renewal Term to 60 or 65	Group and Wholesale
Juvenile Plans	Prepayment of Premiums

CROWN LIFE

Established
1900

INSURANCE COMPANY

Home Office
Toronto — Canada

The Crown Life is now licensed to operate in
New Jersey — Ohio — Michigan — Indiana
— Missouri — Minnesota — Washington —
California — Texas and Louisiana.

THE UNION LABOR LIFE INSURANCE COMPANY

MATTHEW WOLL, President

570 Lexington Avenue
New York 22, N. Y.



An old-line, legal reserve institution, offering Group and Ordinary Life, and Group Health, Accident and Hospitalization coverage.

Inquiries regarding sales opportunities welcome.



NEW and GREATER FACILITIES for AGENTS & BROKERS

UNUSUALLY PROMPT SERVICE

A MODERN Company with MODERN Policies and MODERN Agency Contracts.

Sub-Standard — Juvenile — Retirement Income Endowment
Participating and Non-participating

WILLIAM ELLIOTT, President

B. S. BALCH, Superintendent of Agencies

PHILADELPHIA LIFE
INSURANCE COMPANY
Established 1906
PHILADELPHIA 7, PA.

WE ARE PROUD

Yes, we are very proud of forty years of outstanding, friendly service to fieldmen and policyholders. Records of black and white tell a story of distinctive achievement throughout the years.

The friendly spirit existing between the home office and fieldman is reflected in the service to policyholders. You, too, will find it pays to be friendly with

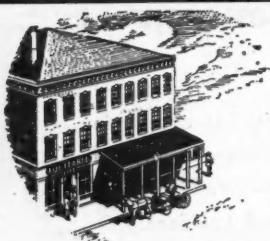


PEOPLES LIFE INSURANCE COMPANY

"The Friendly Company"

Frankfort

Indiana



1867
1947

On January 25, 1867, the Equitable Life of Iowa was founded in Des Moines, then a frontier town of 8,000 people.

The 80 intervening years have witnessed the development of that pioneer enterprise into a national institution. In contemplating the completion of its first century of service, the Company will continue to conduct its affairs in the sound, constructive and progressive manner which Time has so thoroughly tested.

**EQUITABLE
LIFE of IOWA**

Founded in 1867 in Des Moines



ACCIDENT AND HEALTH

A. & H. Committee to Meet

Revising Standard Provisions to Be Considered

Commissioner Knowlton of New Hampshire, chairman of the accident and health committee of N.A.I.C., has called a meeting of that committee at the Hotel LaSalle, Chicago, Oct. 7-8. One of the chief topics to come up at that meeting will be the revision of the standard provisions law, which has been under consideration for some time. The matter is now in the hands of an industry committee composed of one representative from Bureau of Accident & Health Underwriters, one from Health & Accident Underwriters Conference and one from the Metropolitan Life, which is not a member of either organization. It is understood that the members of the committee are not far apart in their recommendations and that it probably will be possible to get together on a recommended revision at the time of the accident and health committee's meeting. That committee will then thresh out the proposals submitted and present its own recommendations at the commissioners' meeting in December.

The principal question has been as to whether the revised law should follow the "verbatim" provision now used in most states, or adopt the "in substance" type of legislation, which would follow the pattern of the life and group business in establishing minimum requirements and permitting any company to use its own language in setting forth those requirements.

Payne Gives Bureau Proposal

Raymond A. Payne, Travelers, representing the bureau on the committee, reported at its annual meeting favoring a compromise between a pure "in substance" provision and a pure "verbatim" type. He said no insurer should be obligated to use a provision which does not apply to the benefits provided. Only provisions "as may be appropriate to the indemnities provided by the policy" should be required and those provisions should appear "substantially" as written into the law.

Standard provision No. 1 has been reworded to fit today's conditions, with reference omitted as to "doing any act or thing." He would also include the statement that "no provision of the charter, constitution or by-laws shall be used in defense of a claim unless such provision is fully incorporated in the policy."

Standard provision No. 2 is old No. 12 applying to change to less hazardous occupation. That provision may be omitted from policies containing the short form No. 1.

"Substantial" Compliance Allowed

There would be a requirement that no forms shall contain any provisions the terms of which are less liberal to the insured than the provisions of the act, but the commissioner may approve a form containing substantially the

standard provision required by the law of the state where the insurer is authorized to do business.

His proposed statute would allow issuance of a family expense policy and permit the payment of a \$200 funeral benefit under an accident or health policy.

The proposals which will be advanced on behalf of the conference were presented at its regional meeting in Boston by Jarvis Farley, Massachusetts Indemnity, its representative on the industry committee.

Some changes in the standard provisions were made in the regulatory law proposed by the conference, which was adopted in several states, but it is not believed that it would interfere with the proposed revisions.

Change Leading Producers Round Table Procedure

At the convention in Boston in June, the executive board of the National Assn. of Accident & Health Underwriters took action to develop a program that was designed to make the Leading Producers Round Table a more effective and useful division of the organization.

Procedures have now been completed to recognize and honor leading producers without a request for additional dues. The procedure for becoming a recognized member of this group has been simplified and status is not dependent upon payment of the additional dues that have been charged for this membership in the past.

Now there are two simple qualifications:

(1) The applicant must personally produce \$5,000 or more in new premium business during the calendar year in which he wishes to qualify. Group business may only be counted for \$1,000 of this amount and is converted at the rate of \$5 for \$1 in arriving at the premium figure. The old Class AA and Class AAA memberships have been discontinued. All membership is based on actual personal production.

(2) The applicant must be a member in good standing of the National association. In areas where local associations have jurisdiction, this membership must come through those organizations. In all other areas membership at large will be required.

Put Mass. Blue Cross Under Insurance Laws: Harrington

BOSTON—A departmental report on the condition of Massachusetts Hospital Service (Blue Cross) made by the Massachusetts department was presented by Commissioner Harrington before the legislative insurance committee sitting as a commission to study new insurance laws, which showed Blue Cross in 1946 had a loss experience of 105.8. The commissioner said its accounts were in a "chaotic" condition last year and that billing became so delinquent that many bills "as far back as August, 1945, had not been collected."

The commissioner stated there was no indication of who owns the Blue Cross or to whom the assets of the corporation would go in case its affairs

Unusual opportunity for young man as ASSISTANT STATISTICIAN in one of America's most progressive life insurance companies. Must be capable of supervising and possess a knowledge of punched card accounting. Give all qualifications in your reply.

ADDRESS A. C. VANSELOW, PERSONNEL DIRECTOR
THE FRANKLIN LIFE INSURANCE COMPANY
SPRINGFIELD, ILLINOIS

were wound up. The corporation and its officers had failed to comply with the law, he declared, they had conducted their affairs on an actuarial rather than a cash basis, surplus had dropped in a year from \$2,337,185 to \$465,267 on June 30, 1947, and the corporation had exceeded the limitation of the insurance law in purchasing a \$850,000 brick building for headquarters.

The commissioner said he wanted to be fair and since the organization was one in which 2 million people of the state had invested their funds, he did not want to exercise the only legal authority in the case by closing it up. He recommended that the insurance laws be made applicable to the Blue Cross, and that it be placed under some state agency with authority to supervise and help "before it gets into the pit."

"There's nothing in the conduct of the Blue Cross that cannot be cured," Commissioner Harrington said. Many matters have been corrected in recent months and he believes the officers and management are disposed to do what is right, but feels the legislature should enact laws for, or make present laws applicable to the Blue Cross.

Working Out of U.C.D. Plan in Cal. Reviewed

LOS ANGELES — The Insurance Forum of Los Angeles heard E. J. Anderson, manager of the group accident and health department of the Kemper companies, talk on U. C. D. insurance as it is written under the California statute. He said that that business offers a production opportunity and quoted the latest state reports, which show 7,000 voluntary plans covering 506,000 employees. This covers about 20% to 25% of the total employees under U. C. D. insurance. Eighth-day coverage on both accident and sickness is provided for 26 weeks in 54% of the voluntary plans. Maternity protection, which is mentioned frequently, is provided in only 18% of the voluntary plans.

The problem of adverse selection against the state has been boiled down to the percentage of women insured under private plans. In order to avoid adverse selection the private plans must show that 20% of insured employees are women. Mr. Anderson warned producers to make certain that their carrier is not short of its 20% because the state can disapprove a plan if it is. The companies have to Jan. 1, 1948, to meet this 20% requirement.

To illustrate the production potential he pointed out that (1) the 1% of all payroll will produce a premium income of \$68 million, while the 7,000 private plans are producing \$13 million; (2) 51% of the 7,000 plans have less than 25 employees, thus indicating a wide market for small groups; (3) the loss ratio to date on the small risks is better than on the large ones.

Raise Minn. Hospital Rates

ST. PAUL — Giving increased hospital costs as the reason, Minnesota Hospital Service Assn. has increased rates. Single subscribers will pay 25 cents a month more and a subscriber with dependents will pay 50 cents a month more. The increases are effective in November.

A new comprehensive group contract with two types of coverage will be offered at the time. All subscribers will be required to transfer to the new contract at the end of their contract year.

Accredited H. & L. Elects

Officers of the newly incorporated Accredited Hospital & Life of St. Louis have been elected as follows: President, August Kern, Jr.; vice-president, John A. Ruhl; second vice-president, Virgil E. Klossner; secretary, W. Calvin Clippinger; assistant secretary, D. Pohlmann; treasurer, Walter A. Hombs.

Mr. Kern is the incorporator. He is a member of the executive board of the National Assn. of Accident & Health Underwriters.

Although licensed to write all forms of life coverage, the company will limit those writings to lines allied with accident and health and hospitalization. It will concentrate its efforts primarily in Missouri and Illinois.

Purdue Course Dec. 1-13

The National Assn. of Accident & Health Underwriters announces the next session of the Purdue University A. & H. course will be held Dec. 1-13.

O. J. Breidenbaugh, executive secretary of the National association, will act as instructor. Supplemental lectures on related subjects will be made by members of the Purdue faculty staff and special lectures by outstanding leaders in the accident and health business will complete the program.

Will Tour Home Office

D. S. Walker, Philadelphia manager for Mutual Benefit H. & A and United Benefit Life, is taking 51 of his agents to the home office at Omaha for a two-day tour through the various departments.

The men qualified for the trip over a six months period of production.

SALES MEETS

Bankers of Iowa's President's Club Meets in Quebec

Charter members of the President's Club of Bankers Life of Iowa attended a three-day conference at Chateau Frontenac, Quebec, with approximately 140 of the 146 charter members on hand.

Highlights included speeches of John Sisk, Milwaukee, president of the club; S. C. Brinsmaid, Buffalo agency, leading salesman for 1946; W. J. Steen, Philadelphia; C. C. Anama, Ottumwa; President E. M. McConney and Agency Vice-president W. F. Winterble.

Mr. Sisk, a former Marquette university and Chicago Bears football player, mentioned that just as talents vary in sports, so they do in selling and can best be employed under the skillful direction of a coach or manager who helps combine these talents into a winning team or agency.

Mr. Brinsmaid said that from 2,573 contacts in 1946 he received 587 interviews which resulted in 236 sales (12 of which were rejected) for \$810,000 of paid for business. His largest case for the year was \$12,000, but his average sale was over \$3,600. He stressed the value of policyholders as centers of influence and gave an example of one 100% Bankers Life family which had supplied him with 35 leads. He explained how he used the many advertising and promotional materials supplied by the company.

Mr. Steen emphasized that some work must be done each day in preparation for the future. He, too, uses the policyholders he sells currently to help him with his prospecting, reporting that for the last four months 40% of his business came from referred leads given him by his clients.

Challenge to Producer

Mr. Anama set forth five questions which he feels each successful insurance man must face as a continuing challenge: Are we willing to pay the price of success? Can we lead others in their thinking? Do we have such strong faith in ourselves and our business that it radiates from us and enlightens the minds of our prospects? Do we really like people? Are we willing and ready to render service?

President McConney discussed the outlook, pointing out that while we may have a recession as a part of the readjustment of our economy, if we keep our heads there is every reason to believe that the country will go forward for the long run in the race to produce and to prove the superior merits of

a free enterprise system. He added that we may not have a recession and referred to the Marshall plan as a potential hedge against as sharp a readjustment as might otherwise come. He emphasized the part that career life insurance men are playing in the leveling out of the peaks and valleys in our national economic cycle and described this as fine "business statesmanship."

Mr. Winterble pointed out the attributes of the men who have made recognized successes in life insurance selling, how they were quite like a cross section of the population in physical characteristics, education, and background. What caused them to have greater success? He answered this by saying, "After all, success in selling, as in all things in life, is largely a matter of getting where we are going, by a one

"A neighborly company" was the "in-a-word" description of the Central Life of Illinois at a recent civic celebration honoring one of our general agents.

So many human relations are included in the term "neighborly" . . . friendliness, understanding, helpfulness, sincerity. It conveys a warmth of feeling born of sharing sorrow . . . enjoying good fortune. What more truly personifies the mission of a life insurance company!

This spirit of neighborliness is reflected not only in the relationship between our field men and their policy owners, but characterizes the close association between the Home Office and the Field.

The complete line of policies . . . the sales aids . . . added to this "neighborliness" offers the career life insurance man a real opportunity.

CENTRAL LIFE Insurance Company OF ILLINOIS

Founded 1905

Alfred MacArthur, President

211 W. Wacker Drive

Chicago 6, Illinois



THE COLONIAL
LIFE INSURANCE COMPANY

OUR 50th ANNIVERSARY

We are proud to have served a half century in an industry so closely related to human welfare.

As we look forward to continued growth and progress, SERVICE will always play a major role in our activities.

step-at-a-time process. The successful salesman gets an idea and then puts it to work." He urged the charter members of the President's Club to set their goals high enough to demand real effort from them and then to set out on a step-by-step basis to achieve these goals.

Awards to Albany Agents

At a district meeting of Bankers Health & Life at Albany, Ga., S. G. Roper and C. H. Terry, Albany agents, received wrist watches for 25 years of service. Five agents were presented 20-year lapel pins.

Peyton W. Jones, secretary-treasurer of the company, presented the awards.

General Agents Meet at K. C.

Penn Mutual general agents of the middle west met at Kansas City with

Wayne Clover, general agent there, as host. The home office was represented by Eric G. Johnson, vice-president; Urban Quirk, assistant vice-president; Charles Rickards, associate actuary, and Aaron Royal of the pension trust department.

Prudential Names Boughton a Manager in St. Louis

F. E. Boughton, assistant district manager in charge of Prudential's Appleton, Wis., office, becomes manager of district No. 5 in St. Louis. He was recently appointed senior training leader in the home office field training division.

Mr. Boughton joined Prudential in 1934 as an agent in Oshkosh and was made assistant district manager in 1935. During the war he served in the navy.

COMPANIES

Jefferson National Life Reinsures Indianapolis A. & H. Fraternal

Jefferson National Life of Indianapolis has reinsured Hospital Benefit Assn., an Indianapolis fraternal.

Jefferson National assumes liabilities under existing certificates of Hospitalization Benefit Assn. and plans to carry on and expand in that field. Hospitalization Benefit has about 29,000 certificate holders in Indiana and an annual premium income of more than \$350,000. Jefferson National insurance in force is approximately \$40 million and assets are more than \$4,000,000. It operates in Indiana, Ohio, Michigan and Illinois.

Fred C. Kroft, executive director of Hospitalization Benefit, will continue in charge of that service with personnel in district offices at Hammond, South Bend and Ft. Wayne.

Enters Three New States

Beneficial Standard Life has been granted licenses for life and disability insurance in Nevada, Oklahoma and Montana. Giffin Seipe, formerly of its Seattle office, has been named Montana general agent, with headquarters in Helena. It now is admitted to 15 states and has applied for admission to New Mexico and Alaska.

Break Ground for Building

Construction work has begun on Colonial Life's new home office building in East Orange, N. J. President R. B. Evans officiated at the groundbreaking ceremonies, turning the first spadeful of earth. Following the ceremonies there was a luncheon attended by the senior officers, the board of directors, and business leaders of East Orange. The building will be three stories high, of early American design. It is expected to be ready for occupancy in eight to 10 months.

MANAGERS

"Information, Please" Quiz for Los Angeles Supervisors

Life Insurance Supervisors Assn. of Los Angeles at its first fall meeting conducted a round table "Information, Please" quiz. Five questions were asked and two members of the association answered them. They were:

1. Do you make known to your agents your personal production record? If so, why, or why not? One of the panel members answered in the negative and the other in the affirmative.

2. How do you justify to your new agents your position as a supervisor from an income standpoint? Both said they did not attempt to justify themselves.

3. How do you justify the mediocre production record of an old agent to the new recruit? Both said they pointed out to the new agent that he could be like the old agent or by taking another course could become an outstanding producer.

When Split Commissions

4. When do you split commissions on a case? Old agent? New agent? Both said they split commissions with both old and new agent, but qualified the answer by pointing out when they did so.

5. What proportion of your income do you think should come from personal production? The answers were divided, because some supervisors are on a strict salary basis, others have to complete income from personal production, and some have contracts calling for half time devoted to training and recruiting on a salary basis and the

other half their own time to devote to personal production.

To Honor Utah Graduates

SALT LAKE CITY—Graduating exercises for 18 students who recently completed the courses in the fundamentals of life insurance will be held by the Utah Life Managers Oct. 3, followed by a dinner. Four of the graduates will give talks. The Utah department's requirement for agents' qualification will receive the full cooperation of the managers and Commissioner Carlson has been so notified. The association has decided to incorporate.

Hold Panel on Recruiting

SEATTLE—Paul Green of Aetna Life was moderator of a panel conducted Monday by the Life Managers Assn. on "Recruiting Failures and Successes—VJ Day and Two Years." Robert Matthews, Northern Life of Seattle, and Philip Putnam, Travelers, participated.

Chicago Managers to Meet

Life Agency Managers of Chicago will hold a luncheon meeting Oct. 8 in Hotel LaSalle, when it is expected one of the leading life company executives attending the American Life Convention annual meeting at the Edgewater hotel that week will be a speaker.

ASSOCIATIONS

Baumann Scores NSLI for Peacetime Army

BUFFALO—The need for legislation setting a termination date for the sale of new National Service Life Insurance and giving members of the armed forces insurance free while they are in the service, was stressed by Jul B. Baumann, manager Pacific Mutual Life, Houston and president of the National Assn. of Life Underwriters, in his talk before the Buffalo Life Underwriters Assn.

The coverage proposed by Mr. Baumann and endorsed by the National association's trustees would terminate for able-bodied servicemen when they returned to civilian life.



Jul B. Baumann

Schwemm Speaks at Peoria

Earl M. Schwemm, president Illinois Assn. of Life Underwriters and Chicago manager of Great-West Life, addressed the Peoria association on "Sales Ideas

Recipe for the Prime of Life Insurance

Take a sound "old-line" company—one that is at least ninety-nine years old.

Add an alert, well-knit sales organization— one backed by a strong, forward-looking management in the Home Office.

Season with a young, progressive spirit—one which has a true record of pioneering for nearly one hundred years.

Result:
UNION MUTUAL—a company which provides you with a complete personal insurance program which you may offer to your clients with confidence and pride.

UNION MUTUAL
Life Insurance Company
PORTLAND MAINE HOME OFFICE

Rolland E. Irish, President
Harland L. Knight, Agency Vice-President

...LIFE • SICKNESS • ACCIDENT • GROUP...

PACKAGED PLANS

PACKAGED PREMIUMS

PACKAGED PROFITS

D. E. Ball, President

THE COLUMBUS MUTUAL
LIFE INSURANCE COMPANY

Columbus 16, Ohio

Boston Mutual Life Insurance Company

56th Year of Service to the People of New England

for Today's Market" at the first fall meeting. He warned that the future is not good for mentally lazy agents. "A well informed life insurance agent can serve the community better than any other professional man," he said. "A thorough understanding of outside social and economic influences is more important to an agent than the technical aspects of policy writing."

DePau Gives Three Talks

Robert W. DePau, Jr., district manager of Prudential at Chicago, will address the combined Racine-Kenosha (Wis.) Life Underwriters Assn. at a luncheon Oct. 2. Oct. 15 he will speak at a luncheon meeting of the Decatur (Ill.) association and Oct. 16 at Peoria. He will give the gist of his talk at the N.A.L.U. convention in Boston on "It's the Little Things."

Quincy, Ill.—The importance of the life insurance industry in the economic security of America was emphasized by J. L. Taylor, Mutual Life, Springfield, Ill. Nov. 11 there will be a joint meeting of the association and members of all the civic clubs of Quincy. Newell Day, Equitable of Iowa, Davenport, will speak.

Lincoln, Neb.—Joseph Ginsburg, Lincoln attorney, discussed the Nebraska community property law as it affects life insurance at the first fall meeting.

Macon, Ga.—New officers are: T. A. Bone, president; Tom Flournoy, Jr., vice-president; John D. McManus, secretary. National quality awards were made to members.

Bloomington, Ind.—Ivan V. Snyder, educational director of Indianapolis Life, spoke on "Life Insurance; an Economic Stabilizer."

Walla Walla, Wash.—At the first fall meeting Chauncey Gell of Salem, Ore., talked on his 22 years service as a life underwriter.

LaPorte, Ind.—Loyal B. Wilson, president of the state association of Underwriters, gave a report on the N.A.L.U. Boston convention.

Northern New Jersey—Paul Spelcher, R. & R. Service, spoke at a luncheon meeting on "It's Time to Grow Up." Membership is now 463.

Topeka—At a breakfast reports of the N.A.L.U. meeting were given by Louis R. Smith, Kansas president and Cecil N. Peterson, Topeka president.

Columbus, O.—M. M. Matson of Mutual Benefit Life, Cleveland, was scheduled to speak at the meeting this week. Mr. Matson was formerly an attorney in Columbus and has been a member of the Million Dollar Round Table 11 consecutive years.

Cleveland—C. V. Anderson, Provident Mutual, Cincinnati, spoke at the first fall meeting on "More Income for Clients Means More Income for Agents." National quality awards were presented.

Fort Wayne—Rudolf Leitman, million dollar producer of New York Life at Detroit, was the featured speaker at the association's "educational" meeting.

Parsons, Kan.—Plans were discussed by members for attending the sales congress at Independence, Kan., Oct. 9-10. District Court Judge Goodrich of Parsons spoke briefly on his experience with life insurance and asked every agent to consider each call they made a mission of education rather than a mission to sell insurance.

Emporia, Kan.—Members, with their families and guests, were entertained at a picnic meeting at Lake Kahola as guests of J. D. Adam, district manager of National Fidelity Life.

Roanoke, Va.—A report on the N. A. L. U. convention in Boston was given by C. C. Camp at the first fall meeting.

Pontiac, Mich.—Jerome Varon was presented a signed testimonial on completion of 26 years as a life insurance man.

Russell F. Mathews, Equitable Life of Iowa, Detroit, was principal speaker. Herbert Thompson, head of the life division, Michigan department, also talked briefly.

Staunton, Va.—Fay F. Cline of Richmond spoke Thursday on "Life Insurance Sales and the Value of the Life Underwriters' Organization."

Oklahoma—At the first fall meeting with 100 present, reports of the N.A.L.U. meeting at Boston were presented by Al

Irwin, Northwestern Mutual, and Will Ford, American National.

La Crosse, Wis.—The Western Wisconsin association saw the Institute of Life Insurance film, "Search for Security." W. A. Dopke, North American Life & Casualty, spoke on the value of organization. He pointed out that major changes in agents' compensation, company pension plans and favorable legislation had been accomplished through association efforts. Mrs. Adeline Funk, Northwestern Mutual, local president, and Harvey V. Powers, Old Line Life, reported on the national convention in Boston.

Green Bay, Wis.—National quality awards were presented to nine members. Municipal Judge Donald Gleason made the presentation and discussed the advances made in various professions, especially in life insurance selling, in the past half century.

Elmira, N. Y.—Plans for the state conference to be held at Elmira Oct. 1-12 were discussed at a luncheon.

Frank D. Huber, Elmira delegate to the Boston convention, reported.

Washington, D. C.—Speaker at the first luncheon meeting of the season Thursday was Walter Saltta, vice-president Peninsular Life.

Pittsburgh—Joseph N. Latiano, assistant manager Mutual Life at Ellwood City, Pa., will speak on "Clientele Building for Success" at the Oct. 2 meeting of the Butler branch.

Detroit—The women's group is meeting Sept. 26-28 at the summer home of Mrs. Alberta M. Light at Bayport, Mich. New officers of this group are Dorothy Reynolds, president; Vera Beck, first vice-president; Luella Wertz, second vice-president; Maude M. Beal, secretary; Peggy S. Spowart, treasurer.

RECORDS

BANKERS, IA.—Paid for in the first eight months \$102,105,160, represents a gain of 5.7%. Ordinary amounted to \$85,409,221, an increase of more than \$1,400,000. August paid-for ordinary amounted to more than \$9 million.

MIDWEST LIFE—Production for the first seven months of 1947 was 109% of the previous year.

Fraternal Actuaries' Detroit Program

The program for the annual meeting of the Fraternal Actuarial Assn. at Hotel Staler, Detroit, Sept. 29, was announced this week by George S. Ling, the president, who is actuary of Woodmen of the World Life, Omaha. The meeting will be held in conjunction with the annual convention there of the National Fraternal Congress, starting the same day.

John T. Rohm, vice-president American United Life, Indianapolis, is to deliver a paper on "Note on Double Indemnity Provisions"; Eugene H. Pakes, actuary Woodmen Circle, Omaha, on "Attained Age Valuation"; Daniel D. Macken, assistant actuary W.O.W., Omaha, on "A Method of Computing Non-forfeiture Values," and Earl Nicholson, actuary Joseph Froggatt & Co., New York city, on "The Annual Statement Blank."

In addition, papers previously presented will be discussed by Richard A. Anderson, actuary Protected Home Circle, Sharon, Pa., and John Gall, assistant actuary Aid Assn. for Lutherans, Appleton, Wis. President Ling will deliver some remarks on topics of current interest.

NAAHU Officers to Visit Five Eastern Cities

Top officials of National Assn. of A. & H. Underwriters will appear at five sales congress meetings to be held in eastern cities in October. Baltimore, New York, Newark, Philadelphia and Pittsburgh are included on the itinerary.

G. H. Knight, president of the National association; C. B. Stumpf, second vice-president, and O. J. Breidenbaugh, executive secretary, will make the trip. Mr. Knight will present "A Blueprint

for Progress". This address will feature a comprehensive analysis of the business in and what can be done by group action to assure its continued rapid growth at an accelerated pace. Mr. Stumpf, speaking on "The House of Life", will feature some sales techniques and ideas that will be of special interest to producers. Mr. Breidenbaugh will stress the training program of the National association in his address, "From Dabbler to Sales Expert".

Lt. Col. R. H. Wienecke, former Chicago life insurance man, will command the army combat team which will carry

out "Exercise Snowdrop," snow maneuvers this winter at Pine Camp, N. Y. At the time of entering service in the recent war, he was with Mutual Trust Life at Chicago and previously with Stewart-Keator and Union Central. He rejoined Mutual Trust for a short time after the war before entering the regular army.

Edward M. Smith, Jr., formerly supervisor for Equitable Society, has established his own brokerage office at Detroit. He is specializing on Prudential's new insurance home ownership plan.

Sick & Accident Assn. of Toledo has changed its name to Colonial Ins. Co.

Fifty-Fourth Year of Dependable Service

* The State Life Insurance Company has paid \$158,000,000 to Policyowners and Beneficiaries since organization September 5, 1894 . . . The Company also holds over \$68,000,000 in Assets for their benefit . . . Policies in force number 101,000 and Insurance in force is over \$203,000,000 . . . The State Life offers General Agency Opportunities — with liberal contract, and up-to-date training and service facilities — for those qualified.

★ ★ ★

THE STATE LIFE INSURANCE COMPANY

Indianapolis, Indiana

MUTUAL LEGAL RESERVE FOUNDED 1894

1907

Fortieth Year

1947

ORDINARY LIFE
INDUSTRIAL LIFE
INDUSTRIAL HEALTH AND ACCIDENT
CREDIT LIFE
MORTGAGE CANCELLATION

INSURANCE
MISSOURI INSURANCE COMPANY

H. G. ZELLE, President
St. Louis 1, Mo.

LEGAL RESERVE FRATERNALS

W. O. W. Life Men in Chicago Rally

More than 400 field representatives, state managers and national officers of Woodmen of the World Life, Omaha, held a three-day field conference in Chicago last week which featured a refresher course in fraternal insurance salesmanship.

Those attending had qualified in a production contest conducted for the last 12 months and all expenses were paid.

S. O. Johnson, Rosehill, N. C., contest champion, led with 13,099 points; others with over 10,000 points were H. A. Melvin, Elizabethtown, N. C.; A. E. Ledoux, Iota, La.; J. E. Blackwell, Campobello, S. C.; Russell Ryne, Omaha; Otto Arndt, Orangeburg, S. C.; C. M. Cooke, Mount Ulla, N. C.; G. D. Walter, Wilmington, N. C.; R. E. Vance, Houston, and A. L. Bowden, Tifton, Ga.

Thomas R. Heaney, head of Catholic Order of Foresters, extended a welcome on behalf of the city's fraternalists and welcome for the National Fraternal Congress was made by Foster F. Farrell, secretary-manager. National officers of W.O.W. attending included President Farrar Newberry, J. R. Sims, field manager, and Talmage E. Newton, assistant field manager. The latter two alternated as chairmen.

The first afternoon the field men at-

tended the Chicago Cubs-Boston Braves game.

In a night session for members, officers and drill team of a local Woodmen camp of Columbia officiated in initiation of a large class of candidates in the protection degree.

Alden C. Palmer, executive vice-president Research & Review, Indianapolis, held a session the second morning devoted to the refresher course. Dr. Herbert C. Kennedy, medical director, spoke on "Good Underwriting."

A surprise feature was the presentation to President Newberry of a large telescope by the field men who had learned that he was an amateur astronomer.

Tuesday afternoon in the refresher course a paper on "New Certificates" prepared by George Ling, actuary, was read by Vice-president R. E. Miller, in his absence. D. D. Mackan, Jr., assistant to Mr. Ling, answered questions on the subject. H. L. Rosenblum, editor Woodmen Magazine, discussed problems and requirements of the publication.

Each field man before adjournment was presented a bronze wall or desk plaque.

The national service committee, of which Raymond McGrath, Omaha, is chairman, also held a conference on plans for fraternal, civic and patriotic service activities the society will promote this year and in 1948.

State managers and assistant managers held a similar planning conference the third morning.

Mass. Takes Action Against K. C.

BOSTON — The Massachusetts department is seeking to revoke the license of Knights of Columbus and held a hearing here on its allegation that the society had violated state laws in nine respects, including an illegal transfer of \$1,849,099 from mortuary fund to expense fund.

Attorney Luke E. Hart of St. Louis, supreme advocate of K.C., represented the society. He said it had 700,000 members of whom 61% were not insured. In Massachusetts an estimated 20,000 persons who carry the fraternal's insurance would be affected by license revocation.

Mr. Hart declared it would be unfair to require payment of the expenses of investigating and maintaining the mortuary fund from the general fund which is derived from assessments against the entire membership. The practice of which the Massachusetts department complained, he said, prevailed throughout the United States and Canada and was expressly authorized in seven states, including Connecticut and New York. He maintained K.C. was 111% solvent, which exceeded the ratio generally considered safe, 105, by 6 points.

The nine actions against K.C. which were presented by Deputy Commissioner O'Leary were:

(1) Transfer or deduction of an aggregate of \$1,849,099 from mortuary fund for expenses.

(2) Issuance of contracts which the order is not authorized to issue under Massachusetts laws.

(3) Providing for non-medical applications of insurance.

(4) Board of directors authorized to make all decisions relative to management of the order's insurance system, in violation of law.

(5) Setting up a loan system not provided for by state law.

(6) By-laws of the society exceed state law by permitting that the society may be designated as beneficiary of a policy.

(7) By-laws authorize settlement under the endowment certificate or in payment of a cash surrender value in the form of an annuity, a plan unauthorized by state law.

(8) By-laws authorize purchase of paid-up additions by dividends, which goes beyond authority of the state law.

(9) By-laws recognize the chaplain as an officer, to be appointed by the board of directors. State law provides for election of all officers.

Commissioner Harrington stated final arguments in the case would be heard in about three weeks.

LONG HINDRANCE TO FRATERNALS

Knights of Columbus in Massachusetts is encountering a problem that has beset many fraternalists throughout the country for years. Statutory limitations that were set up years ago on the basis of the now obsolete American experience or other tables, showing a mortality factor which was greater at most ages than actually experienced, still make it impossible in many states for fraternalists to enjoy the margin between actual and expected mortality as do old line life companies, and deny the societies right to transfer sums from mortuary funds to pay expenses. In many societies this has left the directors seriously hampered in business development. In fact, it is almost an axiom in the institution that the directors have to meet to consider buying even a "postage stamp," so critical is the situation regarding allotment for expenses.

Loading for expense on the older business was calculated in a day when expense of conducting business was much less. Old line companies find the mortality margin invaluable in meeting this condition, but except in a few states where the departments and legislators have been realistic and amended the mortuary fund restriction, the fraternalists cannot fall back on this handy source of funds in emergency.

Fidelity Liberalizes Claim Rules on Aviation Risk

Directors of Fidelity Life, Fulton, Ill., have authorized liberalization of claim practices in connection with the aviation hazard. The ruling affects both death and double indemnity claims.

Valid death claims incurred on or after Sept. 1, 1947, will be approved for deaths resulting from an aerial flight even though the contract itself contains a restriction in the "risks not assumed" clause excluding coverage.

This change does not involve any contracts issued with an exclusion provision in which it was known at the time of issue that the applicant was participating in aviation activities other than as a fare-paying passenger.

Valid double indemnity claims incurred after Sept. 1, 1947, will be approved on all deaths resulting from riding as a fare-paying passenger with licensed pilot on a regular passenger route between definitely established airports, even though the double indemnity rider contains an exclusion of this coverage.

Cal. Department Counsel Tells License Situation

LONG BEACH, CAL. — Joseph Thomas, counsel for the insurance department, at a session of the California Fraternal Congress discussed insurance code matters as they pertain to fraternalists. He noted the Guertin act under California law does not apply to fraternalists, either domestic or from other states.

The act which became effective two years ago calling for licensing of fraternal agents the same as old line agents, he said, provides that any who devote "substantially full time to sale of life insurance" must become regularly licensed agents within 90 days after they commence work for a fraternal society, but others not falling within the substantial full time rule must be registered with the commissioner, although no license is required. Persons soliciting only memberships are exempt. Branch office employees who do no soliciting or negotiating may execute without being classed as agents. Only those who are not employed or hired to solicit membership, which includes beneficiaries, fall under the exemption.

Vital changes were made in the license act by the 1947 legislature, Mr. Thomas said. When an agent now applies he receives a certificate of convenience, if not previously licensed as life or disability agent, but if previously licensed he must qualify by examination before he becomes licensed. If he has a certificate he will be called for examination within three to six months after issuance of the certificate; if he fails on examination he has 30 days within which to take and pass examination. If he does not pass, he must file a new application and pay a new filing fee, but may get another certificate for the balance of the six months left. Upon failure of examination, application is denied, and he must file a new application and pay a new fee.

On and after July 1, 1948, no more certificates of convenience can be issued unless the society will certify that the prospective agent is enrolled in and pursue a course of study approved by the commissioner.

Mr. Thomas said that the department



One of America's
Leading Fraternal
Life Insurance
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AID ASSOCIATION for LUTHERANS
APPLETON, WISCONSIN

YOUTH LOOKS TO THE FUTURE

In a 45-day juvenile membership campaign ending August 15, Woodmen field men found youth eager to accept their invitation to join the Society and start building their future financial security.

RESULTS: 6,449 Membership Applications for \$5,942,290 of Insurance Protection.

Meanwhile, the field men also increased their production of adult membership and insurance protection.

WOODMEN OF THE WORLD
Life Insurance Society
OMAHA, NEBR.



was lenient in granting original fraternal licenses to certain agents who previously had been suspended or revoked as old line agents, figuring that if the fraternal general agents had not had difficulties with these men it must be presumed they had learned a lesson. He warned, however, that agents and managers who have clean records are subject to the full rules applying to old line life agents and will be disciplined by the same standards if they violate the rules.

Mr. Thomas and William Neilson, senior investigator, answered questions relative to the new legislation.

Form New Canadian Society

A new fraternal, Workmen's Circle, has been incorporated in Canada, a subsidiary of an American society of the same name. The U.S. insurer had branches in Canada, but it has been decided to disassociate the Canadian business entirely.

Sees No Need For Compulsory Plans

(CONTINUED FROM PAGE 3)

by the unsound assumption that disability is a specific type of unemployment. The Condon bill introduced in New York state is a great improvement since it recognizes the disability of employed persons is quite a different problem from disability of an unemployed person.

The approach of placing liability for payment of benefits on the employer and permitting him to secure such payments through insurance, a self-administered plan or by showing financial responsibility has proven successful in many jurisdictions for workmen's compensation, the speaker maintained. Such a plan does offer difficulties in assuring provision of benefits to employees of employers who may not for underwriting reasons readily be able to obtain insurance, or otherwise meet the requirements of the plan. However, these difficulties do not appear insurmountable and solutions have been suggested which, it is hoped, will prove reasonable and adequate, he said.

State Company Alternative

Another alternative is establishing the equivalent of a state operated insurance company charging a premium proportionate to the risk and operating generally in direct competition with private insurance, similar to a plan used in many states for workmen's compensation. The underlying social philosophy of the last two approaches appears to be that the state should legislate that the employer, as part of the conditions under which he may employ men and women, must himself assume direct responsibility for seeing that his workers have a minimum standard of cash sickness benefit protection, whether the disability is occupational or due to causes which have no relationship to their employment. Employers would be compelled to assume a responsibility of a nature which may have been assumed voluntarily in the past and private enterprise rather than government would be expected to solve the overall problem of wage loss entailed in sickness, he commented.

At least at this stage, there is no single answer which would necessarily hold for every state, he declared. The question should be resolved separately for any state considering compulsory cash sickness legislation. Whichever way it is resolved, the attendant problems of claim administration could be satisfactorily solved.

"As to the financing of a compulsory

cash sickness plan, it is my own belief based on experience and other considerations that, whether the state assumes primary responsibility or places the liability for benefits on the employer, the contributory principle of having both employer and employees share in the financing will prove more satisfactory in the long run than any other method. The contributory principle should create a direct interest by both employers and employees in the long range success of the plan," Mr. Hohaus declared.

NEED PRIVATE PLANS

"What is needed now is not a compulsory uniform state program, but further development by employers and employees of private plans to meet their own problems. This is not a new untried field, but one which is well beyond the experimental stages. Many different arrangements, tested by experience, are available and the rapid growth, keen interest, and current activity in these various plans is eloquent testimony not only to the employers' and employees' recognition of the need of cash sickness benefits but also to their desire and willingness to take steps to meet that need.

"Whatever may be the developments in the future, it would be a great misfortune if anything were done to discourage voluntary action by employer and employee, or to reduce the number of alternative measures now available, such as group insurance, employee mutual benefit plans, employers' sick pay plans on a self-insurance basis. The existence of those different arrangements and the wholesome competition for improvement they provide have been an important factor in the growth of protection for loss of earnings due to sickness. The problems presented, the variety of measures needed to handle them successfully, the need for proper claim administration, the high degree of flexibility, and other factors clearly indicate that it is a field in which a compulsory, uniform state plan would have grave limitations."

Experience has clearly indicated that there is a much more adaptable and responsive situation present when the protection is made available by organizations selected by employers and employees as most appropriate for their respective circumstances, he concluded.

Mr. Hohaus urged that social security

coverage be enlarged to bring in groups of workers now excluded, employees of the government and non-profit organizations, domestic and agricultural workers. He termed inclusion of railroad workers in the basic general plan as important and urged elimination of the separate highly unsound and discriminatory special provisions now applicable to them.

He asked simplification of the social security benefit formula with further emphasis on social adequacy and less on individual equity. He asked for simplification of the requirements for an insured status under the plan.

Inclusion of some provision for the present aged not under the plan in lieu of the financial assistance granted by the federal government to the states for their old-age assistance plans, was urged by Mr. Hohaus. He asked some provision for persons who become prematurely superannuated before age 65 and are permanently disabled for further work and have attained some set age such as 55 or 60.

The actuary said one significant, ominous step, away from the philosophy that social security coverage should be as general as possible for gainfully occupied persons was the creation in 1935 and 1938 of separate and discriminatory systems of retirement and unemployment benefits for railroad employees. In legislating expanded provisions for railroad workers in the Crosser act, Congress turned its back on an opportunity to effect some degree of rapprochement between basic social insurance law and the anomalous offshoot represented by the railroad legislation, and instead widened the breach.

New Jersey Banks Seek Right to Sell Insurance

Approval of savings bank life insurance is being sought by the Savings Banks' Assn. of New Jersey. A committee of the association has launched a campaign to gain favorable legislative approval of the plan next year.

H. T. Stetson, president of the Half-Dime Savings Bank of Orange, heads the committee. Literature for distribution to depositors has been prepared and the depositors will be asked to give their opinion on the proposed sale of over-the-counter life insurance in banks.

Bank policies issued under the plan would be limited to \$3,000 according to Mr. Stetson who said that premiums would be lower than those of the insurance companies because the banks would not be paying commissions to agents, collectors or salesmen.

Honor Olson and Slattengren

The Mutual Trust Life General Agents Assn. adopted resolutions commemorating two of the company's leaders at the annual meeting at Mackinac Island.

The late E. A. Olson, former chairman, and A. B. Slattengren, retired vice-president, were honored as leaders in the creation and development of the company, and the agents paid their personal respects to their leadership and abilities.

Stress Public Relations

The Los Angeles C.L.U. chapter has announced the schedule for C.L.U. study classes for the coming year at the University of Southern California.

The chapter will emphasize public relations, building its programs around speakers outside the business, but not to duplicate programs staged by the life underwriters association.

Life, Trust Men Meet Oct. 15

The Life Insurance & Trust Council of Chicago will hold a luncheon meeting Oct. 15 in the Hotel La Salle.

Rudd Tex. Retirement Aid

John S. Rudd, Jr., consulting actuary of Austin, Tex., has joined Employees Retirement System of Texas as consultant.

"Out of this World" EVERY NIGHT IN THE WEEK

Joe is getting ahead in the world, yet he sleeps serenely every night. You see, Joe represents an institution not so large but what the President calls him by his first name.

Joe's good deeds are quickly recognized and his troubles are given the careful attention of his associates. In round table conferences with top officials he is given ample opportunity to get things off his chest—to tell how he would run the show. He is somebody—he is sure of his future.



Joe is a typical life underwriter of

FIDELITY LIFE ASSOCIATION

FULTON, ILLINOIS



51st Year of Distinguished Life Insurance Service



DIGNIFIED, DISTINCTIVE BUSINESS BUILDERS

BY CADA

These quality items reflect credit upon any agent. They lend dignity to every transaction and make a lasting impression on the policy holder.



THE MAJOR POLICY WALLET

A practical lasting gift that every one of your clients will appreciate. A sturdy leather-like wallet with strap and buckle, encloses eight modernly designed envelopes and summary card with reinforced eyelets. Envelopes assort to suit Life or Casualty companies. Gold stamped with your advertising imprint. 90c each in lots of one dozen. Imprints at slight additional cost. Write for prices on larger quantities.



PRESENTATION COVERS

Made of rich leather like grained material to hold 2 1/2 x 11 sheets. Available in 9 or 14 wire ring binding or standard 3 ring. Price 70c each. Can also be used as a visual sales kit when combined with transparent envelopes. Price of envelopes 25c each.

CADA PRODUCTS • 2710 South Parkway • Chicago 16, Ill.

Occidental Life Holds Convention at Chicago

(CONTINUED FROM PAGE 2)

W. Staton, agency secretary; W. B. Stannard, division manager; C. W. Bur-

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FRANK M. SPEAKMAN
CONSULTING ACTUARY
Associate
E. P. Higgins
THE BOURSE PHILADELPHIA

rows, Galt, Ont.; Earl MacRae, assistant vice-president.

In the social security panel discussion J. E. Barry, manager at Portland, Ore., was moderator, participants being J. M. Long, manager at Denver; L. E. Fisher, Eugene, Ore.; Yoshito Saigo, Hilo, T. H.; J. V. Neff, Fort Scott, Kan.; L. H. Hogge, Reno, and Gordon Moscoe, Minneapolis.

D. C. MacEwen, superintendent of accident and sickness sales, was moderator in the A. & H. panel discussion, participants being H. F. Cohen, general agent at Portland, Ore.; David Leipsic, Los Angeles; R. B. Ogden, Jr., Los Angeles; Hamilton Ferguson, general agent, Chicago; and F. B. Wiley, manager at Seattle.

At the programming panel discussion V. L. Phillips, manager at Philadelphia was moderator with the following participants: H. P. Baldwin, Jr., general agent, Huntington Park, Cal.; E. W. Boe, Grand Forks, N. D.; F. J. DeVore, San Jose, Cal.; C. E. Moon, Los Angeles, and Arthur Lindquist, Great Falls, Mont.

Mr. Jenkins was toastmaster at the luncheon banquet which concluded the convention.

Prominent Fraternal Proposing to Mutualize

(CONTINUED FROM PAGE 3)

It was found that at least 95% of members do not attend lodge, which it was said indicates their main interest is in the insurance protection. "In the olden days before the advent of the automobile, moving picture and other outside entertainment each community made its own entertainment and local fraternal lodges were an outlet for social activities. Times have changed, and while many of our enthusiastic, loyal lodge members and officers have made every effort to secure a good attendance at meetings it has been without success except in very rare cases."

The new business written in 1946 totaled \$4,574,297 and the insurance in force increased \$2,264,000. A.O.U.W. earned a net interest rate of 3.6% on its assets last year, a relatively high mark in the life insurance institution at this time. The society writes health and accident insurance under modern contracts as well as life.

L.O.M.A. Meeting Stresses Holding Expenses Down

(CONTINUED FROM PAGE 1)

J. Reilly, a career consultant, spoke on his plan of action and its application in the field of office management.

A series of regional meetings of policyholders was discussed by J. A. Mayer, secretary Penn Mutual. The meetings resulted in enough publicity and customer good will to more than justify the expenditure of time and money involved, said Mr. Mayer. A series of regional meetings would necessarily be too numerous for any one executive or even a group of executives to conduct so the company settled on a motion picture. Company officials outlined the theme of the picture in detail before production was undertaken with the result that there were few corrections to be made in the film. One hundred two meetings drew an attendance of 13,000 and other groups saw the picture which is still being shown.

General Agents' Responsibility

General agents were given the responsibility for individual meetings along with a detailed manual for procedure. The general agents presented individual plans which were compared with a check list and a specific schedule was prepared for each officer from the president down. No officer had to attend more than five or six meetings. Mr. Mayer said that the officers remained after the showing of the film to meet with the policyholders who attended and to answer questions.

Willard T. Johns, secretary Mutual Life, told of policyholder services that have been put into effect by Mutual Life. The company plan covers public relations, general service and policy conservation. He said that the company finds out what the public thinks about the business through opinion surveys and then tries to adjust procedures to meet any preferences expressed whenever possible.

According to Mr. Johns, a correspondence section has materially reduced the time it takes to answer letters from policyholders, while another company division has reduced the time required to pay benefits. Now more than 99% of the claims are processed and checks mailed within 24 hours after proof is received. He said that another division makes policy changes for policyholders and in addition to searching for lost policyholders tries to maintain contact with all policyholders.

Scores Courts' Stretching of "Accident" Definition

(CONTINUED FROM PAGE 3)

and that it not result directly or indirectly from bodily or mental infirmity or disease of any sort, said: "These words cannot be thrown away. They limit the coverage of the insurance. A court can no more extend the coverage than it can increase the amount of the insurance. Deliberately to do either would be a sort of judicial larceny."

Mr. Kelly based his pessimistic views on his analysis of 58 reported double indemnity decisions from 1942 to 1947 and 13 cases in the related field of health and accident. Divergent views on substantially similar issues are represented in these cases, he said, but they do manifest the tendency of some courts to distort insurance policy provisions.

This tendency, he said, is exemplified by cases permitting recovery on the basis of a presumption of accidental means where there is proof only that the injuries followed an apparent accident of some kind, despite evidence of pre-existing disease which in all human probability was a cause or substantially contributed to the fatal injuries; cases permitting recovery of the accidental death benefit where over-exertion causes a coronary death and cases where death follows a major operation which was performed without slip or mishap and which was occasioned by existing disease.

Sullivan, Audet, Goldstein Put in New Manager Posts

William A. Sullivan, central territorial supervisor for Metropolitan, has been appointed manager of the Elmwood Place district, Cincinnati. He succeeds Homer G. Boesenberg, who has been transferred to Gary.

Mr. Sullivan is a graduate of Georgetown University and also studied at Harvard.

Armand A. Audet has been appointed manager of Metropolitan at Webster, Mass., to succeed Harold J. Hallisey, who has been transferred to Biddeford, Me.

Mr. Audet began with Metropolitan in Fall River in 1930. He was advanced to assistant manager at Worcester three years later. In 1942 he became a field training instructor, and in 1946 territorial supervisor in New England.

Aaron B. Goldstein, manager of the Metropolitan at Roxbury has been given the South Boston district to succeed William H. Dennison, who has retired. Metropolitan in Boston and in less than two years became manager. In 1936 he was made general assistant manager for New England, later was a field training supervisor, and then was appointed manager at Whitman, Mass., and Worcester.

Sept. 30 Closing Date

The New York C.L.U. chapter and the Insurance Society of New York are

offering 60-hour preparatory courses in the C.L.U. fields of study. The courses were formerly taught at New York University. Registration ends Sept. 30.

Cincinnati C.L.U. Courses

CINCINNATI—Parts A (fundamentals) and C (wills, trusts and taxes) of the C.L.U. course will be offered by the University of Cincinnati in 1947-48 with the cooperation of the Cincinnati Assn. of Life Underwriters, Cincinnati Associated Life General Agents & Managers, and the Cincinnati C.L.U. chapter. E. F. Pierle, Provident Mutual, will teach part A the first semester and B. O. Stoner, manager Connecticut General, part C the second semester.

Correction as to Hohaus

THE NATIONAL UNDERWRITER was mistaken in reporting that R. A. Hohaus is scheduled to head the insurance committee of U. S. Chamber of Commerce. What he is in line for is chairman of the A. & H. committee.

Ohio National to Meet at Glacier Park in '48

John H. Evans, president of Ohio National, announced at the closing of the Builders Club convention held at French Lick, that the 1948 convention will be held at Many Glacier hotel, Glacier National Park, Aug. 30-Sept. 3.

More than 100 agents accompanied by their wives and children attended this year's convention. The sessions were keynoted by the opening address of the club president, L. A. Wood, Springfield, Mo. Mr. Evans spoke, as did G. N. Wade, Harrisburg, president of the field advisory board. Guest speakers were Milton Elrod, Jr., Indianapolis, tax consultant; who spoke on estate planning, and R. N. Ryker, director of research and field service, Insurance R. & R., who presented Ohio National's new training course for agents.

The following officers of the Builders Club were elected: Emmett Millholland, president, Columbus, O.; Sam Bliss, 1st vice-president, Erie, Pa.; O. Z. Crane, 2nd vice-president, Bay City, Mich.; A. J. Ullman, 3rd vice-president, Salem, Ore.; Ira M. Turner, secretary, Butler, Pa.

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AVAILABLE

For Home office or agency. Supervisor, or General Agent, 20 years' experience in S. W. Missouri as producer, supervisor. General Agent, age under 50, excellent references, living in town under 100,000 in S. W. Missouri, would move. Address N-37, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

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